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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	86263566
Applicant	Puzzle Brewing Company
Applied for Mark	PUZZLE BREWING COMPANY
Correspondence Address	PUZZLE BREWING COMPANY PUZZLE BREWING COMPANY 45 SEVILLA RANCHO SANTA MARGARITA, CA 92688-2940 UNITED STATES dan_maffeo@hotmail.com
Submission	Appeal Brief
Attachments	Appeal Brief.pdf(1081321 bytes) Exhibit A.pdf(1491705 bytes) Exhibit B.pdf(175854 bytes) Exhibit C.pdf(454004 bytes) Exhibit D.pdf(1642392 bytes) Exhibit E.pdf(219064 bytes) Exhibit F.pdf(298505 bytes) Exhibit G.pdf(206068 bytes) Exhibit H.pdf(248786 bytes) Exhibit I.pdf(123192 bytes) Exhibit J.pdf(3376821 bytes) Exhibit K.pdf(980761 bytes) Exhibit L.pdf(524894 bytes) Exhibit M.pdf(1780025 bytes)
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Date	02/19/2015

In the United States Patent & Trademark Office Before the Trademark Trial and Appeal Board

Appellant/Appellant: Puzzle Brewing Company

Serial No.: 86263566 Filing Date: April 25, 2014

Mark: PUZZLE BREWING COMPANY

Examining Attorney: Patty Evanko

Appeal Brief

Commissioner for Trademarks P.O. Box 1450 Alexandria, VA 22313-1450

Dear Appeal Board:

The present Appeal Brief is submitted in support of the Notice of Appeal filed electronically on January 5th, 2015. A communication mailed January 5th, 2015, from the Trademark Trial and Appeal Board (TTAB) indicated the deadline for filing the present Appeal Brief is sixty days from the mailing date thereof, i.e., March 6th, 2015.

Appellant and owner of the refused mark is Puzzle Brewing Company, and Registrant is Newton Vineyard LLC for Reg. No. 2,196,017 for the mark THE PUZZLE in Class 033: wine.

I. Statement of the Issue on Appeal and Requested Action by the TTAB

Registration of the present mark PUZZLE BREWING COMPANY, for use in connection with Beer (Class 32) has been finally refused under Trademark Act Section 2(d), 15 U.S.C. §1052(d). The refusal of registration is based on an asserted likelihood of confusion with the mark PUZZLE BREWING COMPANY is U.S. Registration No. 2,196,017 for THE PUZZLE in Class 033: wine.

Appellant respectfully requests reversal of the refusal of registration and allowance of the present application for publication as Appellant's mark, when applied to Appellant's goods, is sufficiently different and distinct from the cited mark to avoid a likelihood of confusion.

II. <u>Arguments</u>

The Examining Attorney has refused registration of the proposed mark pursuant to Trademark Act Section 2(d), 15 U.S.C. § 1052(d), on the grounds that the mark is likely to be confused with the mark in Registration No. 2,196,017. For the following reasons, Appellant respectfully disagrees with the findings and requests reversal of the refusal of registration and allowance of the present application for publication as Appellant's mark.

Likelihood of confusion between two marks at the PTO is determined by a review of all of the relevant factors under the *DuPont test. In re E.I. du Pont de Nemours & Co.,* 476 F.2d 1357, 177 USPQ 563 (CCPA1973). The two key considerations in ex parte likelihood of confusion

analysis are the similarity of the marks and the similarity of the goods. See Federated Foods, Inc. v. Fort Howard Paper Co., 544 F.2d 1098, 192 USPQ 24 (CCPA 1976). Here, the evidence of record shows that the goods are not related such that consumers would assume they emanate from the same source, even when the goods are offered under the same or similar marks. Therefore, the differences in the two marks combined with differences in the relevant goods are sufficient to avoid any likelihood of confusion.

A. Relatedness of Goods

The most significant question before the Examining Attorney is whether wine is related to beer and ale for likelihood of confusion purposes. The Examining Attorney has identified a number of third-party registrations that identify both beer and wine, and the Examining Attorney also relies upon past holdings where various alcoholic beverages were found related to one another. However, in light of the evidence Appellant has produced with this response, the evidentiary record cannot support a finding that the goods are related.

While it is true that various alcoholic beverages have been found related for the purposes of likelihood of confusion in the past, it is well settled that each case must be decided on its own record. *Interstate Brands Corp. v. Celestial Seasonings, Inc.*, 576 F.2d 926, 198 UPSQ 151, 152 (CCPA 1978); *In re Sydel Lingerie Co., Inc.*, 197 USPQ 629, 630 (TTAB 1977). Beer and wine are not necessarily related merely because they are both alcoholic beverages. Goods or services "may fall under the same general product category but operate in distinct niches. When two products are part of distinct sectors of a broad product category, they can be sufficiently unrelated that customers are not likely to assume the products originate from the same mark." *Checkpoint Systems, Inc. v. Check Point Software Technologies, Inc.*, No. 00-2373 (3rd Cir. Oct. 19, 2001).

Furthermore, there can be no rule that certain goods or services are *per se* related, such that there must be a likelihood of confusion from the use of similar marks in relation thereto. TMEP § 1207.01(a)(iv); see Information Resources Inc. v. X*Press Information Services, 6 USPQ2d 1034, 1038 (TTAB 1988) (holding that the simultaneous use of XPRESS on information software and X*PRESS for the transmission of information to computers is not likely to cause confusion). Accordingly, neither examining attorneys nor the Board are bound to abide by past decisions that two goods or services are related when they are presented with a different factual record, even when those past decisions are precedential. *See In re Hyundai Motor America*, Serial No. 78889340 (September 14, 2009) (rejecting the notion that *In re Jeep Corp.*, 222 USPQ 333 (TTAB 1984)[precedential] created a rule "that automobiles and automotive tires are per se related, such that there must be a likelihood of confusion from the use of the same or similar marks in relation to this pairing of goods...").

Here, as in Hyundai, Appellant has produced significant evidence showing that registrants and the USPTO permit the coexistence of many registrations for 'beer' and "wine" for substantially similar marks owned by separate entities. To Appellant's knowledge, such evidence was not before the Board in any past decision finding likelihood of confusion between

beer and wine. Thus, the Board decisions cited by the Examining Attorney are distinguishable because they were based on substantially different factual records.

Turning to the evidence of record, the Examining Attorney relies solely upon 4 examples of where vineyards also house microbreweries, and an article in a craft beer magazine that there is a "push to create beer-wine hybrid alcoholic drinks." In response, Appellants note that the number of vineyards in North America alone, surpassed 8,391 in January of 2014. See Exhibit A. The number of breweries in the United States alone in 2013 reached over 2,800. This was a nearly 15% increase over the previous year, and this trend continues. See Exhibit B.

The evidence provided by the Examining Attorney shows that merely 0.036% of vineyards also have microbreweries. The statistics for the Examiner's case are slightly more favorable for craft brewers, given that 0.11% of breweries are also wine makers.

To put this into perspective, there are currently 64 manufacturers of Automobiles worldwide. See Exhibit C. Forty of which are available in the United States. See Exhibit D. Of these, Jeep is also a retailer and manufacturer of clothing (See exhibit E), Honda is also a manufacturer of Jet aircraft, and boat motors (See exhibit F and G), and Land Rover provides driving school services (See exhibit H), to name just a few examples.

Thus, at a minimum, car manufacturers in the US are also driving schools, boat engine manufacturers, jet makers and clothing manufacturers 2.5% of the time. *This is* <u>69 times</u> more frequent than a winery is also a beer manufacturer. However, the suggestion that a boat engine is a confusingly similar good to a car is ludicrous, despite the fact that it is significantly more likely to be from a joint manufacturer than wine and beer are.

For this reason alone, the Examiner's supporting evidence is believed to be insufficient to make a showing that beer and wine are confusingly similar.

To further this point, third party registration data is often employed to determine if two goods are confusingly similar. The number of registrations necessary to show that two goods are related varies based on the circumstances. Compare *In re Picture Entm't Corp.*, Serial No. 78917269 (TTAB June 10, 2009)(six third-party registrations held sufficient where marks were identical) with *In re 3-D Belt Co.*, LP, Serial No. 76650341 (TTAB November 7, 2008)(six third-party registrations held insufficient – "[T]he examining attorney has submitted such a small number of third-party registrations relative to the belts and wallets involved herein, and no additional evidence of actual use, that we find this showing insufficient").

Here, the Examining Attorney failed to provide any evidence of third party registrations that identify both "beer" and "wine" as goods, however Appellants are aware a handful of such marks. For example, the term "beer" appears in the identifications of 7,907 live use-based registrations that claim goods in class 32, and the term "wine" appears in the identifications of 18,074 live use-based registrations that claim goods in class 33. See Exhibit I. However, as

illustrated in Diagram 1 below, only 71 registrations exist in both of these sets. Id.

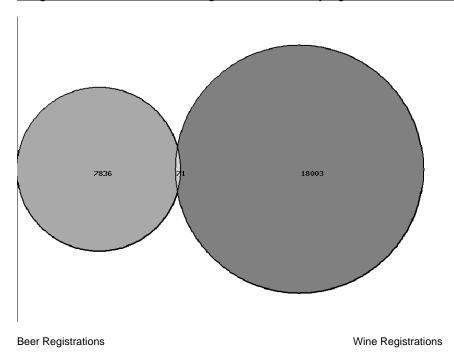


Diagram 1: Intersection of Registrations Identifying "Beer" and "Wine"

Furthermore, Appellant has produced 45 pairs of third-party registrations that rebut the any finding that beer and wine are confusingly similar. *In re G.B.I. Tile and Stone, Inc.*, 92 USPQ2d 1366, 1367 (TTAB 2009)("[A]pplicants may submit sets of third-party registrations to suggest the opposite, i.e., that the Office has registered the same mark to different parties for the goods at issue."); *In re Ayurvedic Concepts, Ltd.*, Serial No. 78800436 (TTAB December 5, 2008)("Appellant may rebut this inference with evidence (e.g.,... an equal or greater number of third-party registrations owned by different entities for the same or similar marks where each entity has registered its mark for one of the goods at issue)."); *In re Hyundai Motor America*, Serial No. 78889340 (September 14, 2009)(in addressing the 25 pairs of third-party registrations produced by the Appellant, the Board stated "the fact that there are numerous third-party registrations for similar marks owned by different entities for tires and automobiles is consistent with the conclusion that trademark owners in these respective industries do not believe that there is a likelihood of confusion between these marks for the listed goods. [emphasis in original]").

In Table 1, below, Appellant displays 45 pairs of the same or similar marks for which the first has been registered by one party for "beer" and the second has been registered by another party for "wine". Copies of the registration certificates for all 90 of these marks have been attached as Exhibit J.

Table 1: Pairs of Third-Party Trademark Registrations for "Beer" and "Wine"

Beer	Wine
BLIND FAITH	BLIND FAITH
Registration No. 2011128	Registration No. 2859391
BLUE MOON	BLUE MOON
Registration No. 3119888	Registration No. 2224435
FULL MOON	FULL MOON
Registration No. 3573073	Registration No. 3028015
61B	GB
Registration No. 2900750	Registration No. 3706126
Color	5010
Registration No. 1334618	Registration No. 3141168
HARVEST MOON	HARVEST MOON
Registration No. 3573072	Registration No. 2870111

Beer	Wine	
HOOPER'S	HOOPER'S	
Registration No. 2455569	Registration No. 310845	
OBERON	OBERON	
Registration No. 3043604	Registration No. 3098799	
SUNFLOWER	SUNFLOWER	
Registration No. 3168170	Registration No. 3667286	
DEVILS BACKBONE	DEVIL'S BACKBONE WINE	
Registration No. 3712371	Registration No. 3098870	
HOURGLASS ALE	HOURGLASS	
Registration No. 3661738	Registration No. 2764766	
Red Car Ales	Red Car	
Registration No. 2946083	Registration No. 2903476	

Beer	Wine
BLACK EYE ALE	BLACKEYE ZIN
Registration No. 2667078	Registration No. 3363470
SUN FLOWER	SUNFLOWER
Registration No. 3168169	Registration No. 3667286
Corona	Coronas
Registration No. 1681366	Registration No. 1359598
ALAMO	ALAMOS
Registration No. 2196136	Registration No. 2783556
FREAK OUT!	FREAKOUT
Registration No. 3499602	Registration No. 3126862
SONOMA MOUNTAIN	SONOMA MOUNTAIN TOP
Registration No. 2171500	Registration No. 3046590

Beer Wine	
Fire Engine	FIRE ENGINE RED
Registration No. 3157744	Registration No. 2911683
BIG KAHUNA	THE BIG KAHUNA
Registration No. 3671520	Registration No. 3463202
STEELHEAD	STEELHEAD RUN
Registration No. 2950860	Registration No. 1400616
ASCENT 54	ASCENT
Registration No. 3406170	Registration No. 2845376
MURPHY'S	MURPHY'S LAW
Registration No. 2633968	Registration No. 3303892
BARREL BOTTLE	BARREL BLEND
Registration No. 995937	Registration No. 3332980
CLASSIC DARK	CLASSIC CAB
Registration No. 1883835	Registration No. 3650313
RATTLESNAKE BEER	RATTLESNAKE RIDGE
Registration No. 2816294	Registration No. 2165482

Beer	Wine	
TRIPLE BLACK	TRIPLE BLACK SLOPES	
Registration No. 3090930	Registration No. 2722467	
INDIA GOLD LABEL	GOLD LABEL	
Registration No. 1486399	Registration No. 3399401	
BROTHERS	BENT BROTHERS	
Registration No. 2889418	Registration No. 3417483	
ELEPHANT	ELEPHANT HILL	
Registration No. 906899	Registration No. 3446914	
ROUTE *66	ROUTE 88	
Registration No. 3016047	Registration No. 3358401	
GEORGE WASHINGTON PORTER	GEORGE WASHINGTON VANDERBIL	
Registration No. 1597742	Registration No. 2000803	
Hook & Ladder Lighter	HOOK & LADDER	

Beer	Wine
KANGAROO	Kangaroo Point
Registration No. 1564924	Registration No. 3334146
MAGIC HAT	MAGIC
Registration No. 2515629	Registration No. 3076685
SCHNEIDER WEISSE	SCHNEIDER
Registration No. 3421671	Registration No. 2427705
RED WHITE & BLUE	RED, WHITE, & BLUE
Registration No. 382880	Registration No. 3448996
MUSTANG	CORAL MUSTANG
Registration No. 1441389	Registration No. 3272244
WINTER SOLSTICE	SOLSTICE
Registration No. 2450962	Registration No. 1798867

Beer	Wine
NAKED ED'S	NAKED
Registration No. 3625529	Registration No. 3343976
THE ROCKY MOUNTAIN LEGEND	ROCKY MOUNTAIN VINEYARDS
Registration No. 1671293	Registration No. 2233621
GRIESEDIECK BROS.	GRIESEDIECK SELECTION
Registration No. 3361442	Registration No.1581846
VICTORY	LA VICTOIRE
Registration No. 2751912	Registration No. 3588337
SWEETIE	Sweetie
Registration No. 2684632	Registration No. 3195187
HONEY MOON	HONEYMOON

The Examining Attorney has the burden to "provide evidence showing that the goods and services are related to support a finding of likelihood of confusion." TMEP 1207.01(a)(vi). The above pairs of third-party registrations support the conclusion that beer and wine are not sufficiently related to result in likelihood of confusion. The fact that less than Other than 13 registrations among a pool of thousands, there is no other evidence of 0.11% of breweries have been shown by the Examining Attorney to be comingled with a winery is a strong rebuttal of the assertion that consumers would ever expect wineries and breweries to be from the same manufacturer.

Other than the fact that a few odd-ball hybrid drinks are being made, and three breweries are also wineries, there is no other evidence of record showing that consumers encountering beer and wine under similar marks will assume such goods emanate from the same source. Therefore, this factor strongly weighs against a finding of likelihood of confusion.

B. **Difference in the Marks**

In light of the evidence showing that beer and wine are not related, few if any dissimilarities between Appellant's mark and the cited registration are necessary to avoid any likelihood of confusion. Under *DuPont*, marks are compared for similarity or dissimilarity in their entireties as to appearance, sound, meaning and commercial impression. In re E. I. du Pont de Nemours & Co., 476 F.2d 1357, 1361, 177 USPQ 563, 567 (C.C.P.A. 1973). Since marks tend to be perceived in their entireties, all of these components must be considered with appropriate weight. See In re Hearst Corporation, 982 F.2d 493, 494 (Fed. Cir. 1992). Here, Appellants PUZZLE BREWING COMPANY mark creates a distinctive look and feel that is not present in the cited registration, and Appellants mark includes the unshared term BREWING COMPANY.

Many tribunals analyze word marks structurally in terms of the format and position, number and similarity of the letters, syllables or words comprising the marks. *Kimberly-Clark Corp. v. H. Douglas Enters., Ltd.*, 77 F.2d 1144, 1147, 227 U.S.P.Q. 541, 542. Clearly the added terms BREWING COMPANY provide significant length, syllables and an additional word to the mark. This causes a distinct look and feel of the mark, independent from the word meaning. These structural elements differentiate the present mark from the cited mark.

Moreover, Appellant notes that another mark MONKEY PUZZLE (Registration Number 2974203) was granted registration over the prior registration for the cited mark THE PUZZLE for use with wine (an identical good). Likewise, the mark PUZZLE TREE (Registration Number 3941924) was granted registration over the prior registration for the cited mark THE PUZZLE for use with wine. The mark RED PUZZLE (Serial Number 78675647) was allowed over the prior registration for the cited mark THE PUZZLE for use with wine. All of these allowed standard character marks were not considered a likelihood of confusion to THE PUZZLE even though they are more similar in sound, appearance, meaning and connotation than the presently sought mark. Additionally, all of these marks are for identical goods, which are considerably different than the goods for which the present mark is sought.

Clearly, many Examiners have received marks that include the term PUZZLE for wine products, and have determined that even small word additions are sufficient to differentiate the marks. Here we have goods in an entirely different international class with additional terms that have meanings that are in direct contrast to wine making or wine products. Appellants assert that this analysis by the USPTO on a similar mark type is persuasive in how the examination of the Appellant's mark PUZZLE BREWING COMPANY should be performed.

Appellant's mark is not only different from the cited mark THE PUZZLE in sight and sound, but also in connotation. The Appellant's mark, by its addition of the term BREWING COMPANY, provides a different suggestion than that of cited mark. For instance, THE PUZZLE suggests that the wine good is a quandary or mystery. Appellant's mark does not have such a suggestion. Instead, Appellant's mark suggests a lighthearted game-oriented beer producer. When conflicting marks have an aura of suggestion, but each suggests something different to the buyer, that weighs against a finding of likelihood of confusion. 3 J. McCarthy, Trademarks and Unfair Competition, § 23.28.

Furthermore, while the Examining Attorney has correctly observed that the term 'BREWING COMPANY' in Appellant's mark has been disclaimed, 'BREWING COMPANY' still cannot be ignored entirely when evaluating the similarities and dissimilarities of the marks. Such a difference, though it may be small in other contexts, is sufficient to avoid confusion where the goods in question are not closely related. For example, three of the pairs of coexisting third-party registrations for beer and wine offered by Appellant are virtually identical but for the addition of a descriptive term such as 'ALE', or 'WINE'. See Table 2, below.

Beer	rk Registrations with Descriptive Terms Wine	
DEVILS BACKBONE Registration No. 3712371	DEVIL'S BACKBONE WINE Registration No. 3098870	
HOURGLASS ALE Registration No. 3661738	HOURGLASS Registration No. 2764766	
Red Car Ales Registration No. 2946083	Red Car Registration No. 2903476	

Clearly, the Trademark Office Examining Attorneys have historically recognized that while a descriptive term for the Appellant's goods should be afforded less weight in determining a likelihood of confusion, when the term is descriptive for a product or service which is not the confusing mark, the terms should be afforded significantly more weight (as the term is fanciful for the goods of the registrant's mark).

Here, the meaning and connotation of the term BREWING COMPANY directly relates to the production of malted beverages, such as beers and lagers. This usage of the language is standardized and well known to the consumer public. In contrast, producers of wine are known as "wineries", "wine producers" or sometimes "fermenters". The terms "brewer", "brewery" or "brewing" are never associated with wine making, and have entirely different connotations. Indeed, in the examples provided by the Examining attorney, the joint wine and beer manufacturers clearly refer to themselves as "Charleville Vineyard Winery & Microbrewery", "Von Jakob Winery & Brewery", and "SchillingBridge cork & tap house", respectively. See Exhibit M. These manufacturers clearly understand that consumers see a brewery and a winery as different enterprises, and ensure that they are both included in their names in order to clarify their unusual position of supplying both kinds of goods.

No consumer would ever mistake a 'brewer' for a 'wine producer', or a 'brewing company' as producing wine, unless they clearly label themselves as being one of the very few producers of both goods. As such, the term BREWING COMPANY is not suggestive of wine products, and even has a meaning that is entirely at odds with the wine making process. This difference in connotation and meaning, in conjunction with the obvious visual and audible differences, give the marks different overall commercial impressions. Therefore, there is no likelihood of confusion.

III. <u>Conclusions</u>

In conclusion, Appellant's evidence has shown that Appellant's beer goods are not closely related to the wine goods identified in the cited registration, and there is not a likelihood of confusion among consumers even when the goods are offered under similar marks.

Therefore, the distinct connotations created by Appellant's PUZZLE BREWING COMPANY mark, and its use of the unshared term 'BREWING COMPANY' are sufficient to avoid any likelihood of confusion among consumers as to the source of the goods offered under Appellant's mark and the mark in the cited registration.

Respectfully submitted,

Daniel Maffeo

Attorney of Record Puzzle Brewing Company 45 Sevilla Rancho Santa Margarita, CALIFORNIA 92688 UNITED STATES





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Number of Wineries Grows to 8,391 in North America

U.S. winery production up 6.3%, according to the latest data from Wines & Vines

by Wines & Vines staff

Bonded and Virtual Wineries		
Type of Winery	Number of Wineries	
U.S. Bonded	6,565	
U.S. Virtual	1,197	
U.S. Total	7,762	
Canada / Mexico	629	
Total	8,391	
Source: Wines Vines Analytics		

San Rafael, Calif.—New data from Wines & Vines magazine confirm solid growth in the North American wine industry during 2013. The number of wineries grew to 8,391, a gain of 4.3%. U.S. wineries showed two other signs of health as their combined production increased 6.3% and the winery average bottle price rose from \$9 to \$10.85.

Wines Vines Analytics, the magazine's market-research team, released these numbers prior to the Unified Wine & Grape Symposium in Sacramento, Calif., as a small sample of the information available in the 2014 Directory & Buyers Guide, now available in print and online formats.

The United States now has 7,762 wineries, led by California with 3,674. Canada has 568 wineries, having gained more than 8%. The net change in North American wineries was 345.

Bonded wineries have their own brick-and-mortar production sites, while virtual wineries have brand names and produce wine at host facilities.

States With 100-Plus Wineries

State or Province	Number of Wineries
California	3,674
Washington	689
Oregon	566
New York	320
British Columbia	257
Virginia	223
Texas	208
Ontario	192
Pennsylvania	174
Ohio	144
Michigan	136
North Carolina	130

Wine Industry Metrics

Off-Premise Sales »	Month		12 Months	
December 2014 December 2013	\$776 million \$755 million	3%	\$7,866 million \$7,470 million	5%
Direct-to-Consumer Shipments »	Month		12 Months	
December 2014 December 2013	\$166 million \$145 million	14%	\$1,820 million \$1,576 million	15%
Winery Job Index »	Month		12 Months	
December 2014 December 2013	155 122		229 200	

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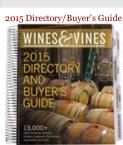
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Number of Wineries Grows to 8,391 in North America - Wines & Vines - Wine Industry News Headlines

Missouri	122
Colorado	106
Illinois	100

Two Western states and two mid-Atlantic states had the fastest winery growth rates, Arizona counted 14.3% more wineries, Maryland 11.1%, Colorado 7.1% and Pennsylvania 4.8%.

Looking at U.S. wineries by annual case production, seven wineries joined the category of large wineries (those producing more than 500,000 cases) to bring that total to 56. The size categories that gained the most wineries were 1,000-4,999 cases and less than 1,000 cases. These now account for 6,017 wineries.

Wineries by Production Size

Case production	Number of Wineries
Large (>500,00 cases)	56
Medium (50,000-499,000 cases)	253
Small (5,000-49,999 cases)	1,436
Very Small (1,000-4,999 cases)	3,189
Limited Production (< 1,000 cases)	2,828
Total U.S.	7,762

New Directory & Buyer's Guide

The 2014 Directory & Buyer's Guide presents a wealth of information about the North American wine industry contained in two major sections: the Winery Directory, which has detailed information about every winery, and the Buyer's Guide, which contains content about equipment, supplies and services for the wine industry-plus a wide array of other valuable information for wine producers, grapegrowers, wine industry trade members and suppliers to

The Buyer's Guide informs winery and vineyard managers where to find their equipment and supplies, including entries for 269 cooperage suppliers, 97 bottle suppliers, 190 tank dealers and thousands of other listings.

The 2014 Directory & Buyer's Guide comes in a spiral-bound 774-page print format and is also accessible in searchable format online. Both are included for one price.

Among the extensive listings of contacts and offerings within the Directory & Buyer's Guide are these:

- Wineries
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- · Custom crush and winery cross-reference
- · Growers
- · Grower and winery cross-reference
- Direct-shipping regulations
- · Distributors
- Trade/grower/winery associations
- · Wine writers
- · New-generation websites
- Wine competitions
- · Wine industry PR firms
- · U.S. grape crop authorities
- University programs in viticulture and enology
- Government offices and alcohol control boards
- · Viticultural areas of North America
- · Suppliers listed by those serving wineries, vineyards and general customers.

Wines & Vines' 2014 Directory & Buyer's Guide is available for \$95 through the magazine's website, winesandvines.com

For more information, contact publisher Chet Klingensmith at chet@winesandvines.com or (415) 453-9700, or editor Jim Gordon at or (415) 453-9700.

Wines & Vines is based at 65 Mitchell Blvd. Suite A, San Rafael, CA 94903.



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Thanks for the comment. It's a good point. We have added a line

Reader: Jim Gordon

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The bar chart at the top of this article is misleading. Nowhere in the chart.

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Reader: David Coffaro

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I suggest that the new mark-up structure worries BC fine wine drinkers as much as

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Good choice to not take the deal. You have a much needed item

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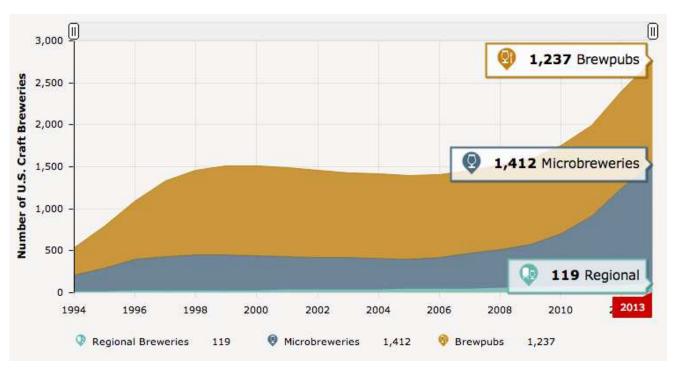
STATISTICS

NUMBER OF BREWERIES

Historical U.S. Brewery Count



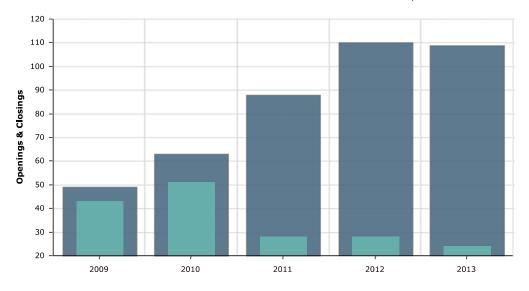
U.S. Brewery Count by Category



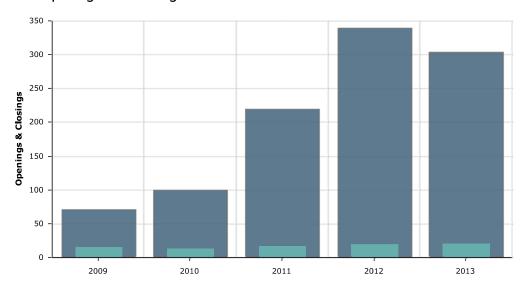
U.S. Brewery Count

Total U.S. Breweries	2,456	2,822	+ 14.9%
OTHER NON-CRAFT	32	31	- 3.1%
ARGE NON-CRAFT	23	23	no change
Brewpubs	1,155	1,237	+ 7.1%
<i>dicrobreweries</i>	1,149	1,412	+ 22.8%
egional Craft Breweries	97	119	+ 22.6%
CRAFT	2,401	2,768	+ 15.3%
	2012	2013	% Change

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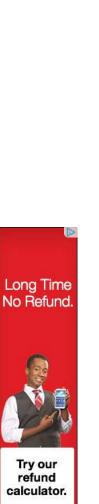








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Michael E. Marks

12/17/2008 @ 7:05PM

There Are Too Many Car Companies Anyway

By now, everyone has heard about and debated the plight of the Big Three automakers and whether they should be saved. Here is a slightly different approach to the question, taken by looking at the amount of product currently available from global brands in a couple of other categories compared with automobiles. It might lend some interesting perspective to the debate.

I've picked two other categories, cellphones and computers. Both are products bought by substantial numbers of consumers, and both are products sold globally by major international companies. First some overall numbers:

Product	Units Sold Globally	Units Sold in the U.S.
Cellphones	1.2 billion	146 million
Personal Computers	271 million	64 million
Automobiles	91 million	16 million

These are all 2007 numbers. They'll likely be lower for 2008 and 2009

Now let's look at the number of global brands of each, available in the U.S.:

Major Cellphone Brands (8)

Apple

BlackBerry

LG

Motorola

Nokia



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Major Personal Computer Brands (7)

Apple

Dell

Hewlett-Packard

Lenovo (previously IBM)

Panasonic

Sony

Toshiba

Toshiba

Car Brands Available in the U.S. (40)

Audi

BMW

Buick

Cadillac

Chevrolet

Chrysler

Corvette

Dodge

Ferrari

Ford

Honda

Hummer

Hyundai

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I imagine you know where I'm going with this. Unit sales in the U.S. for

automobiles are only 25% of the number of computers sold, 11% of the number of cellphones sold. Yet the number of brands available is far greater, approximately five times as many. Of course, the argument for this is that there is a far greater need for variety among automobiles, because of size, cost, personal preference and so forth. I thought I would eliminate some of the variables and look at how many brands have four-door sedans in a price range of \$20,000 to \$35,000. There are 16 with 2009 models. Here they are:

range of \$20,000 to \$35,000. There are 16 with 2009 models. Here they are:
Buick
Chevrolet
Chrysler
Dodge
Ford
Honda
Hyundai
Kia
Mazda
Nissan
Pontiac
Saab
Suzuki
Saturn
Toyota
Volkswagen
This still seems like a lot, but wait—it get's better (or worse). Within each of these brands, there are several different types of four-door sedans. For example, Toyota has the Avalon, Camry, Corolla, Prius and Yaris. If you're

another model, the Solaris.

You get the point. All of this is to raise a very simple question: Why do we

looking for a four-passenger car but want only two doors, Toyota offers



Alcatel, Ericsson and other brands. Those companies went out of the cellphone business. Twenty years ago there were more than 50 brands of personal computer. They have consolidated or have gone out of business too. Isn't this what should happen with the global automobile business?

The only thing standing in the way of that, and an appropriate rationalization of companies and brands, is government support. Without it, we would soon have a list of global auto companies that looked like the lists above for cellphones and computers.

The result of having too many companies is exactly what we are now seeing. Not enough companies can earn their cost of capital. But with government support, they can hang on, often for a very long time, which reduces profits throughout the industry, which leads to less investment, lower quality and less innovation. So if our government is going to aid and abet this poor outcome, perhaps it should think about supporting only one of these companies, or two at the most. We just don't need three. Period. What we need is *less choice*.

Michael E. Marks manages a private equity fund, Riverwood Capital, which invests in rapidly growing private companies in North America and emerging markets. Prior to Riverwood, Marks spent a year as a member of Kohlberg, Kravis & Roberts and continued to serve as a senior adviser after he left to start his own fund. Preceding KKR, Marks served as chief executive officer of Flextronics, a leading electronics-manufacturing-services provider headquartered in San Jose, Calif. Marks sits on the boards of publicly traded SanDisk, Crocs, Schlumberger Limited and Sun Microsystems as well as nonprofits V Foundation for Cancer Research and the National Parks Conservation Association. He also teaches a course in global-supply-chain management at the Stanford Graduate School of Business.

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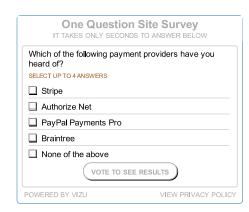
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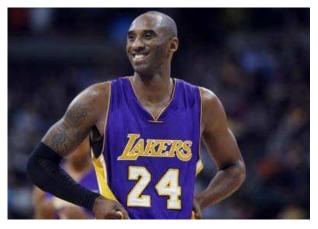


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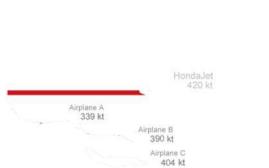
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Reg. No. 2,011,128

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MAGIC HAT BREWING COMPANY & PER-FORMING ARTS CENTER, INC. (VERMONT CORPORATION) 180 FLYNN AVENUE **BURLINGTON, VT 05401**

FOR: BEER AND ALE, IN CLASS 32 (U.S. CLS. 45, 46 AND 48).

USE 6-21-1995; IN COMMERCE FIRST 8-23-1995.

SN 74-661,214, FILED 4-14-1995.

LINDA M. DWYER, EXAMINING ATTORNEY

Prior U.S. Cls.: 45, 46, and 48

Reg. No. 2,011,128

United States Patent and Trademark Office Registered Oct. 22, 1996

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LINDA M. DWYER, EXAMINING ATTORNEY

Prior U.S. Cls.: 47 and 49

United States Patent and Trademark Office

Reg. No. 2,859,391

Registered July 6, 2004

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UDSEN, NIELS (UNITED STATES INDIVIDUAL) 6465 VON DOLLEN ROAD SATICOY, CA 93451 AND UDSEN, BERIT (UNITED STATES INDIVIDUAL) 6465 VON DOLLEN ROAD SAN MIGUEL, CA 93451

FIRST USE 3-8-2001; IN COMMERCE 3-8-2001.

SER. NO. 76-408,815, FILED 5-8-2002.

FOR: WINE, IN CLASS 33 (U.S. CLS. 47 AND 49). CAI

CAROL SPILS, EXAMINING ATTORNEY

Prior U.S. Cls.: 45, 46 and 48

Reg. No. 3,119,888

United States Patent and Trademark Office

Registered July 25, 2006

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BLUE MOON

COORS GLOBAL PROPERTIES, INC. (COLORADO CORPORATION)
SUITE 170
165 SOUTH UNION BOULEVARD
LAKEWOOD, CO 80228

FOR: BEER, IN CLASS 32 (U.S. CLS. 45, 46 AND 48).

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OWNER OF U.S. REG. NOS. 2,115,746, 2,959,423 AND OTHERS.

SER. NO. 78-640,662, FILED 5-31-2005.

BRENDAN REGAN, EXAMINING ATTORNEY

Prior U.S. Cls.: 47 and 49

Reg. No. 2,224,435

United States Patent and Trademark Office

Registered Feb. 16, 1999

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BLUE MOON

BRIDGEVIEW VINEYARDS, INC. (OREGON CORPORATION)
4210 HOLLANDS LOOP ROAD CAVE JUNCTION, OR 97523

FIRST USE 9-10-1993; IN COMMERCE 9-10-1993. OWNER OF U.S. REG. NO. 2,068,550.

SER. NO. 75-475,138, FILED 4-27-1998.

FOR: WINE, IN CLASS 33 (U.S. CLS. 47 AND 19).

JENNIFER RICHARD, EXAMINING ATTORNEY

Prior U.S. Cls.: 45, 46, and 48

Reg. No. 3,573,073 Registered Feb. 10, 2009

United States Patent and Trademark Office

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MILLERCOORS LLC (DELAWARE LIMITED LIABILITY COMPANY) 1209 ORANGE STREET WILMINGTON, DE 19801

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SN 77-064,461, FILED 12-14-2006.

ASMAT KHAN, EXAMINING ATTORNEY

Prior U.S. Cls.: 47 and 49

Reg. No. 3,028,015

United States Patent and Trademark Office

Registered Dec. 13, 2005

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MIDNIGHT CELLARS, INC. (CALIFORNIA CORPORATION) 2867 TOWNSHIP ROAD PASO ROBLES, CA 93446

FOR: WINE, IN CLASS 33 (U.S. CLS. 47 AND 49).

FIRST USE 10-28-1999; IN COMMERCE 10-28-1999.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SER. NO. 78-492,068, FILED 9-30-2004.

MICHAEL TANNER, EXAMINING ATTORNEY

Prior U.S. Cls.: 45, 46, and 48

Reg. No. 2,900,750

United States Patent and Trademark Office

Registered Nov. 2, 2004

TRADEMARK PRINCIPAL REGISTER



GORDON BIERSCH BREWING COMPANY (CALIFORNIA CORPORATION)
2960 WEST SAHARA AVENUE, SUITE 100
LAS VEGAS, NV 89102

FOR: BEER MANUFACTURED, DISTRIBUTED, AND SOLD IN TRADE CHANNELS OTHER THAN RESTAURANTS, IN CLASS 32 (U.S. CLS. 45, 46 AND 48)

FIRST USE 12-31-1995; IN COMMERCE 12-31-1995.

SN 78-226,708, FILED 3-18-2003.

SAMUEL E. SHARPER JR., EXAMINING ATTORNEY

United States of America United States Patent and Trademark Office

GB

Reg. No. 3,706,126 VINEBURG LLC (CALIFORNIA LIMITED LIABILITY COMPANY)
Registered Nov. 3, 2009 P.O. BOX 1
VINEBURG. CA 95487

Int. Cl.: 33 FOR: WINE, IN CLASS 33 (U.S. CLS. 47 AND 49).

FIRST USE 8-10-2009; IN COMMERCE 8-10-2009.

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SN 77-406,641, FILED 2-26-2008.

LINDA M. KING, EXAMINING ATTORNEY



Land J. Lappas

Director of the United States Patent and Trademark Office

Prior U.S. Cl.: 48

United States Patent and Trademark Office

Reg. No. 1,334,618 Registered May 7, 1985

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PABST BREWING COMPANY (WISCONSIN CORPORATION)
1000 N. MARKET ST.
MILWAUKEE, WI 53201

FOR: BEER, IN CLASS 32 (U.S. CL. 48).

FIRST USE 7-28-1982; IN COMMERCE 7-28-1982.
OWNER OF U.S. REG. NO. 1,070,348.

SER. NO. 495,043, FILED 8-15-1984.

JULIE B. SEYLER, EXAMINING ATTORNEY

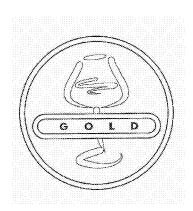
Prior U.S. Cls.: 47 and 49

Reg. No. 3,141,168

United States Patent and Trademark Office

Registered Sep. 12, 2006

TRADEMARK PRINCIPAL REGISTER



DROWN CORP. (DELAWARE CORPORATION) 14 STRATFORD COURT EAST AMHERST, NY 14051

FOR: WINE AND POTABLE SPIRITS, IN CLASS 33 (U.S. CLS. 47 AND 49).

FIRST USE 4-1-2003; IN COMMERCE 4-1-2003.

SER. NO. 78-442,428, FILED 6-28-2004.

SUSAN STIGLITZ, EXAMINING ATTORNEY

Prior U.S. Cls.: 45, 46, and 48

Reg. No. 3,573,072

United States Patent and Trademark Office

Registered Feb. 10, 2009

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HARVEST MOON

MILLERCOORS LLC (DELAWARE LIMITED LIABILITY COMPANY) 1209 ORANGE STREET WILMINGTON, DE 19801

FOR: BEER, IN CLASS 32 (U.S. CLS. 45, 46 AND 48).

FIRST USE 8-0-2007; IN COMMERCE 8-0-2007.

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SN 77-064,457, FILED 12-14-2006.

ASMAT KHAN, EXAMINING ATTORNEY

Int. Cls.: 33 and 44

Prior U.S. Cls.: 47, 49, 100, and 101

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TRADEMARK SERVICE MARK PRINCIPAL REGISTER

HARVEST MOON

HARVEST MOON VINEYARDS AND INVEST-MENTS, LLC (CALIFORNIA LTD LIAB CO) 2192 OLIVET ROAD SANTA ROSA, CA 95401

FOR: WINE, IN CLASS 33 (U.S. CLS. 47 AND 49).

FIRST USE 3-12-2002; IN COMMERCE 12-7-2003.

FOR: GROWING GRAPES FOR OTHERS, IN CLASS 44 (U.S. CLS. 100 AND 101).

FIRST USE 3-12-2002; IN COMMERCE 10-31-2003.

SN 76-380,873, FILED 3-12-2002.

BARBARA A. LOUGHRAN, EXAMINING ATTORNEY

Int. Cls.: 32 and 33

Prior U.S. Cls.: 45, 46, 47, 48, and 49

Reg. No. 2,455,569

United States Patent and Trademark Office

Registered May 29, 2001

TRADEMARK PRINCIPAL REGISTER

HOOPER'S

BRANDBREW S.A. (LUXEMBOURG CORPORATION)

RUE CARLO HEMMER 4 (FORMERLY RUE GOETHEII)

LUXEMBOURG, LUXEMBOURG L-1734 BY ASSIGNMENT; BY ASSIGNMENT; BY ASSIGNMENT BASS PUBLIC LIMITED COMPANY (UNITED KINGDOM PUBLIC LIMITED COMPANY) BURTON-ON-TRENT, ENGLAND

FOR: SPARKLING ALCOHOLIC MALT LIQUOR, ALCOHOLIC LEMON BREW, ALCOHOLIC ORANGE BREW, BEER AND FRUIT DRINKS, IN CLASS 32 (U.S. CLS. 45, 46 AND 48).

FIRST USE 6-1-1995; IN COMMERCE 12-1-1995.

FOR: ALCOHOLIC BEVERAGE PRODUCED FROM BREWED MALT BASE WITH NATURAL FLAVORS, IN CLASS 33 (U.S. CLS. 47 AND 49).

FIRST USE 6-1-1995; IN COMMERCE 12-1-1995.

SN 74-674,698, FILED 5-16-1995.

GEOFFREY FOSDICK, EXAMINING ATTORNEY

Prior U.S. Cl.: 47

United States Patent and Trademark Office

Reg. No. 310,845

10 Year Renewal

Registered Mar. 13, 1934 Renewal Term Begins Mar. 13, 1994

TRADEMARK PRINCIPAL REGISTER

HOOPER'S

RICHARD HOOPER AND SONS (PORTUGAL) LIMITADA (PORTUGAL COMPANY)
RUA AZEVEDO MAGALHAES
55 VILA NOVA DE GAIA, PORTUGAL, BY ASSIGNMENT, ASSIGNMENT, ASSIGNMENT AND ASSIGNMENT FROM TRANS-CONTINENTAL AGENCIES LTD. (GREAT BRITAIN LIMITED LIABILITY COMPANY), LONDON, ENGLAND

OWNER OF GREAT BRITAIN REG. NO. 0539310, DATED 2-22-1933.

FOR: PORT WINE, IN CLASS 47 (INT. CL. 33).

FIRST USE 0-0-1777; IN COMMERCE 0-0-1777.

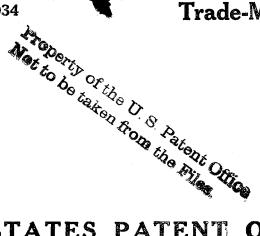
SER. NO. 71-341,611, FILED 9-15-1933.

In testimony whereof I have hereunto set my hand and caused the seal of The Patent and Trademark Office to be affixed on Sep. 20, 1994.

COMMISSIONER OF PATENTS AND TRADEMARKS

Trade-Mark 310,845

Registered Mar. 13, 1934



UNITED STATES PATENT OFFICE

Trans-Continental Agencies Ltd., London, England

Act of February 20, 1905

Application September 15, 1933, Serial No. 341,611

HOOPER'S

STATEMENT

To the Commissioner of Patents:

Trans-Continental Agencies Ltd., successor in business of Richard Hooper & Sons, a limited liability company registered under the laws of Great Britain, residing at 14 Southampton Street, London, England, and doing business at 14 Southampton Street, London, England, has adopted and used the trade-mark shown in the accompanying drawing, for PORT WINE, in Class 47, Wines, and presents herewith five specimens showing the trade-mark as actually used by applicant upon the goods, and requests that the same be regis- tered in the United States Patent Office in accordance with the act of 1905, as amended. The trade-mark has been continuously used and applied to said goods in applicant's business since the year 1777. The trade-mark is applied or affixed to the goods, or the packages containing the same, by means of labels affixed to the bottles containing said goods. The mark has been in actual use as a trade-mark by the applicant for ten years next preceding February 20, 1905, and such use has been exclusive.

Said trade-mark has been registered in Great Britain No. 539,310, dated February 22, 1933, on an application filed February 22, 1933.

Francis E. Boyce, whose post-office address is 261 Broadway, New York, New York, is designated, on whom process or notice of proceedings affecting the right to ownership of said trade-mark brought under the laws of the United States may be served.

The undersigned hereby appoints Francis E. Boyce, of 261 Broadway, New York, New York, whose registration number is 3728, attorney, with full power of substitution and revocation, to prosecute this application, to make alterations and amendments therein to sign the drawing, to receive the certificate of registration and to transact all business in the Patent Office connected therewith.

[L. s.] TRANS-CONTINENTAL

AGENCIES LTD.

EDWIN EDWARDS,

Managing Director.

PUBLISHED UNDER SEC. 12(C) IN O. G.

JUN 4 1968

U. S. PATENT OFFICE

Prior U.S. Cls.: 45, 46 and 48

Reg. No. 3,043,604

United States Patent and Trademark Office

Registered Jan. 17, 2006

TRADEMARK PRINCIPAL REGISTER

OBERON

KALAMAZOO BREWING CO., INC. (MICHIGAN CORPORATION) 8938 KRUM AVENUE GALESBURG, MI 49053

FOR: BEER, PORTER, ALE, STOUT AND MALT LIQUOR, IN CLASS 32 (U.S. CLS. 45, 46 AND 48).

FIRST USE 5-28-1997; IN COMMERCE 5-28-1997.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SER. NO. 76-593,153, FILED 5-20-2004.

HOWARD SMIGA, EXAMINING ATTORNEY

Prior U.S. Cls.: 47 and 49

Reg. No. 3,098,799

United States Patent and Trademark Office

Registered May 30, 2006

TRADEMARK PRINCIPAL REGISTER

OBERON

FOLIO WINE COMPANY LLC (CALIFORNIA LTD LIAB CO) P.O. BOX 3870 NAPA, CA 94558

FIRST USE 3-1-2005; IN COMMERCE 3-1-2005.

SN 78-247,965, FILED 5-9-2003.

FOR: WINE, IN CLASS 33 (U.S. CLS. 47 AND 49).

TARAH HARDY, EXAMINING ATTORNEY

Prior U.S. Cls.: 45, 46 and 48

Reg. No. 3,168,170

United States Patent and Trademark Office

Registered Nov. 7, 2006

TRADEMARK PRINCIPAL REGISTER

SUNFLOWER

MCMENAMINS, INC. (OREGON CORPORA-TION) 1624 NW GLISAN PORTLAND, OR 97209

FOR: BEER, IN CLASS 32 (U.S. CLS. 45, 46 AND 48).

FIRST USE 11-14-2005; IN COMMERCE 11-14-2005.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SER. NO. 78-762,922, FILED 11-29-2005.

THEODORE MCBRIDE, EXAMINING ATTORNEY

Prior U.S. Cls.: 47 and 49

Reg. No. 3,667,286

United States Patent and Trademark Office

Registered Aug. 11, 2009

TRADEMARK PRINCIPAL REGISTER

SUNFLOWER

BARONESS SMALL ESTATES, INC. (COLORADO CORPORATION) 2395 WEST 2ND AVENUE DENVER, CO 80223

FOR: RED WINE; WHITE WINE; WINES, IN CLASS 33 (U.S. CLS. 47 AND 49).

FIRST USE 6-3-2009; IN COMMERCE 6-3-2009.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SN 77-301,635, FILED 10-11-2007.

MARGERY A. TIERNEY, EXAMINING ATTORNEY

United States of America United States Patent and Trademark Office

DEVILS BACKBONE

Reg. No. 3,712,371 VERDDEVILLE LLC (VIRGINIA LIMITED LIABILITY COMPANY)
Registered Nov. 17, 2009 2771 BEECHGROVE ROAD
ROSELAND, VA 22967

Int. Cls.: 32, 40, and 43 FOR: BEER, IN CLASS 32 (U.S. CLS. 45, 46 AND 48).

TRADEMARK SERVICE MARK PRINCIPAL REGISTER

FIRST USE 1-1-2008; IN COMMERCE 3-31-2008.

SERVICE MARK FOR: BREWERY SERVICES, IN CLASS 40 (U.S. CLS. 100, 103 AND 106).

FIRST USE 1-1-2008; IN COMMERCE 3-31-2008.

FOR: RESTAURANT AND BAR SERVICES, IN CLASS 43 (U.S. CLS. 100 AND 101).

FIRST USE 1-1-2008; IN COMMERCE 3-31-2008.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SN 76-681,803, FILED 9-13-2007.

BRIAN NEVILLE, EXAMINING ATTORNEY



Land J. Layles

Director of the United States Patent and Trademark Office

Prior U.S. Cls.: 47 and 49

Reg. No. 3,098,870

United States Patent and Trademark Office

Registered May 30, 2006

TRADEMARK PRINCIPAL REGISTER

DEVIL'S BACKBONE WINE

HOUSER, FRANKLIN D. (UNITED STATES INDIVIDUAL)
1741 HERBELIN RD.
NEW BRAUNFELS, TX 78132

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE WINE , APART FROM THE MARK AS SHOWN.

FOR: RED WINE, IN CLASS 33 (U.S. CLS. 47 AND 49).

SN 78-313,655, FILED 10-14-2003.

FIRST USE 10-21-2005; IN COMMERCE 10-21-2005.

STEVEN R. FINE, EXAMINING ATTORNEY

Prior U.S. Cls.: 45, 46, and 48

Reg. No. 3,661,738

United States Patent and Trademark Office

Registered July 28, 2009

TRADEMARK PRINCIPAL REGISTER

HOURGLASS ALE

STOWE MOUNTAIN LODGE (VERMONT COR-PORATION) 7412 MOUNTAIN ROAD STOWE, VT 05672 NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "ALE", APART FROM THE MARK AS SHOWN.

FOR: BEER, IN CLASS 32 (U.S. CLS. 45, 46 AND 48).

FIRST USE 12-23-2008; IN COMMERCE 12-23-2008.

SN 77-447,575, FILED 4-14-2008.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

CHRISTINE BLOMQUIST, EXAMINING ATTORNEY

Prior U.S. Cls.: 47 and 49

United States Patent and Trademark Office

Reg. No. 2,764,766
Registered Sep. 16, 2003

TRADEMARK PRINCIPAL REGISTER

HOURGLASS

HOURGLASS WINE COMPANY, INC. (CALIFORNIA CORPORATION)

1148 LODI LANE

ST. HELENA, CA 94574 BY CHANGE OF NAME SMITH, JEFFREY ROBERT (UNITED STATES INDIVIDUAL), DBA SWAN SPIRITS INTERNA-TIONAL, ST. HELENA, CA 94574 FIRST USE 6-5-2001; IN COMMERCE 10-0-2001.

SN 76-101,246, FILED 8-2-2000.

FOR: WINE, IN CLASS 33 (U.S. CLS. 47 AND 49).

DARRYL SPRUILL, EXAMINING ATTORNEY

Prior U.S. Cls.: 45, 46 and 48

Reg. No. 2,946,083

United States Patent and Trademark Office

Registered May 3, 2005

TRADEMARK PRINCIPAL REGISTER

Red Car Ales

TORRANCE BREWING CO., INC. (CALIFORNIA CORPORATION), DBA THE RED CAR BREW-ERY & RESTAURANT 1266 SARTORI AVENUE TORRANCE, CA 90501 NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "ALES", APART FROM THE MARK AS SHOWN.

FOR: BEER, IN CLASS 32 (U.S. CLS. 45, 46 AND 48).

SER. NO. 78-371,772, FILED 2-20-2004.

FIRST USE 8-1-2000; IN COMMERCE 8-1-2000.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

MARIA-VICTORIA SUAREZ, EXAMINING ATTORNEY

Prior U.S. Cls.: 47 and 49

Reg. No. 2,903,476

United States Patent and Trademark Office

Registered Nov. 16, 2004

TRADEMARK PRINCIPAL REGISTER

Red Car

RED CAR WINE COMPANY, LLC (DELAWARE LTD LIAB CO) 1109 SOUTH CLARK DRIVE LOS ANGELES, CA 90035

FOR: WINE, NAMELY FINE WINE FROM SE-LECT SMALL CALIFORNIA VINEYARDS, IN

FIRST USE 10-30-2001; IN COMMERCE 11-17-2001.

CLASS 33 (U.S. CLS. 47 AND 49).

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SER. NO. 78-326,946, FILED 11-12-2003.

AMY HELLA, EXAMINING ATTORNEY

Prior U.S. Cls.: 45, 46, and 48

United States Patent and Trademark Office

Reg. No. 2,667,078

Registered Dec. 24, 2002

TRADEMARK PRINCIPAL REGISTER

BLACK EYE ALE

MENDOCINO BREWING COMPANY, INC. (CA-LIFORNIA CORPORATION) 1601 AIRPORT ROAD UKIAH, CA 95482

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "ALE", APART FROM THE MARK AS SHOWN.

FOR: MALT BEVERAGES, NAMELY, BEER, ALE AND STOUT, IN CLASS 32 (U.S. CLS. 45, 46 AND 48).

SN 76-202,158, FILED 1-31-2001.

FIRST USE 4-26-2001; IN COMMERCE 4-26-2001.

KAREN M. STRZYZ, EXAMINING ATTORNEY

Prior U.S. Cls.: 47 and 49

Reg. No. 3,363,470

United States Patent and Trademark Office

Registered Jan. 1, 2008

TRADEMARK PRINCIPAL REGISTER

BLACKEYE ZIN

PATERNO IMPORTS, LTD. (ILLINOIS CORPORATION), DBA PATERNO WINES INTERNATIONAL,

900 ARMOUR DRIVE

LAKE BLUFF, IL 606066630

FOR: WINE, IN CLASS 33 (U.S. CLS. 47 AND 49).

FIRST USE 10-0-2006; IN COMMERCE 10-0-2006.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "ZIN", APART FROM THE MARK AS SHOWN.

SN 78-777,285, FILED 12-20-2005.

SALLY SHIH, EXAMINING ATTORNEY

Prior U.S. Cls.: 45, 46 and 48

Reg. No. 3,168,169

United States Patent and Trademark Office

Registered Nov. 7, 2006

TRADEMARK PRINCIPAL REGISTER

SUN FLOWER

MCMENAMINS, INC. (OREGON CORPORA-TION) 1624 NW GLISAN PORTLAND, OR 97209

FOR: BEER, IN CLASS 32 (U.S. CLS. 45, 46 AND 48).

FIRST USE 11-14-2005; IN COMMERCE 11-14-2005.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SER. NO. 78-762,918, FILED 11-29-2005.

THEODORE MCBRIDE, EXAMINING ATTORNEY

Prior U.S. Cls.: 47 and 49

Reg. No. 3,667,286

United States Patent and Trademark Office

Registered Aug. 11, 2009

TRADEMARK PRINCIPAL REGISTER

SUNFLOWER

BARONESS SMALL ESTATES, INC. (COLORADO CORPORATION) 2395 WEST 2ND AVENUE DENVER, CO 80223

FOR: RED WINE; WHITE WINE; WINES, IN CLASS 33 (U.S. CLS. 47 AND 49).

FIRST USE 6-3-2009; IN COMMERCE 6-3-2009.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SN 77-301,635, FILED 10-11-2007.

MARGERY A. TIERNEY, EXAMINING ATTORNEY

Prior U.S. Cl.: 48

United States Patent and Trademark Office Registered Mar. 31, 1992

TRADEMARK PRINCIPAL REGISTER



CERVECERIA MODELO S.A. DE C.V. (MEXICO CORPORATION)
LAGO ALBERTO NO. 156
COL. ANAHUAC
11320 MEXICO, D.F., MEXICO

FOR: BEER, IN CLASS 32 (U.S. CL. 48). FIRST USE 8-28-1925; IN COMMERCE 8-25-1943. OWNER OF U.S. REG. NOS. 662,347, 1,175,418, AND 1,462,155.

THE ENGLISH TRANSLATION OF THE WORD "CORONA" IN THE MARK IS "CROWN".

SER. NO. 73-625,255, FILED 10-14-1986.

CRAIG K. MORRIS, EXAMINING ATTORNEY

Prior U.S. Cl.: 47

United States Patent and Trademark Office Registered Sep. 10, 1985

TRADEMARK PRINCIPAL REGISTER



TORRES, MIGUEL (SPAIN CITIZEN)
COMERCIO 22, VILAFRANCA DEL PENEDES
BARCELONA, SPAIN

FOR: WINE, IN CLASS 33 (U.S. CL. 47). FIRST USE 0-0-1942; IN COMMERCE 0-0-1962. "CORONAS" MAY BE TRANSLATED INTO ENGLISH AS "CROWN".

SER. NO. 510,738, FILED 11-27-1984.

JULIE B. SEYLER, EXAMINING ATTORNEY

Prior U.S. Cls.: 45, 46, and 48

Reg. No. 2,196,136

United States Patent and Trademark Office

Registered Oct. 13, 1998

TRADEMARK PRINCIPAL REGISTER

ALAMO

LAWTON, D. CAPWELL, JR. (UNITED STATES CITIZEN) 402 HARRISON AVENUE SAN ANTONIO, TX 78209 FIRST USE 11-21-1997; IN COMMERCE 11-21-1997.

SN 74-607,465, FILED 12-6-1994.

FOR: BEER, IN CLASS 32 (U.S. CLS. 45, 46 AND 48).

JENNIFER RICHARD, EXAMINING ATTORNEY

Prior U.S. Cls.: 47 and 49

Reg. No. 2,783,556 emark Office Registered Nov. 18, 2003

United States Patent and Trademark Office

TRADEMARK PRINCIPAL REGISTER

ALAMOS

BODEGAS ESMERALDA S.A. (ARGENTINA CORPORATION) GUATEMALA 4565 (1425) CAPITAL FEDERAL, ARGENTINA

FOR: ALCOHOLIC BEVERAGES, NAMELY, WINE, IN CLASS 33 (U.S. CLS. 47 AND 49).

FIRST USE 9-15-1993; IN COMMERCE 9-15-1993.

OWNER OF U.S. REG. NO. 2,084,402.

"ALAMOS" IS A SPANISH WORD MEANING "POPLARS".

SER. NO. 76-148,730, FILED 10-17-2000.

ELIZABETH HUGHITT, EXAMINING ATTORNEY

Prior U.S. Cls.: 45, 46, and 48

Reg. No. 3,499,602

United States Patent and Trademark Office

Registered Sep. 9, 2008

TRADEMARK PRINCIPAL REGISTER

FREAK OUT!

THE TRUSTEES OF THE ZAPPA FAMILY TRUST, A CALIFORNIA TRUST COMPRISING ADELAIDE GAIL ZAPPA, A U.S. CITIZEN (CALIFORNIA TRUST)
SUITE 802
11684 VENTURA BLVD.
STUDIO CITY, CA 91604

FOR: BEER AND ALE, IN CLASS 32 (U.S. CLS. 45, 46 AND 48).

FIRST USE 8-8-2006; IN COMMERCE 8-8-2006.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SN 77-085,159, FILED 1-17-2007.

ROBIN MITTLER, EXAMINING ATTORNEY

Prior U.S. Cls.: 47 and 49

Reg. No. 3,126,862

United States Patent and Trademark Office

Registered Aug. 8, 2006

TRADEMARK PRINCIPAL REGISTER

FREAKOUT

LUNA VINEYARDS, INC. (CALIFORNIA COR-PORATION) 2921 SILVERADO TRAIL NAPA, CA 94558

FOR: WINE, IN CLASS 33 (U.S. CLS. 47 AND 49).

FIRST USE 1-13-2005; IN COMMERCE 1-13-2005.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SER. NO. 78-707,575, FILED 9-6-2005.

GRETTA YAO, EXAMINING ATTORNEY

Prior U.S. Cls.: 45, 46, and 48

Reg. No. 2,171,500

United States Patent and Trademark Office

Registered July 7, 1998

TRADEMARK PRINCIPAL REGISTER

SONOMA MOUNTAIN

SONOMA MOUNTAIN BREWERY LLP (CALIFORNIA LIMITED LIABILITY COMPANY)
1883 LONDON RANCH ROAD
GLEN ELLEN, CA 95442 ASSIGNEE OF BENZIGER FAMILY RANCH (CALIFORNIA LIMITED PARTNERSHIP), DBA BENZIGER FAMILY WINERY, GLEN ELLEN, CA 95442

FOR: BEER , IN CLASS 32 (U.S. CLS. 45, 46 AND 48).

FIRST USE 7-0-1997; IN COMMERCE 9-30-1997.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "SONOMA", APART FROM THE MARK AS SHOWN.

SN 74-542,309, FILED 6-24-1994.

N LEETZOW, EXAMINING ATTORNEY

Prior U.S. Cls.: 47 and 49

Reg. No. 3,046,590

United States Patent and Trademark Office

Registered Jan. 17, 2006

TRADEMARK PRINCIPAL REGISTER

SONOMA MOUNTAIN TOP

BUSH-FIELD ESTATE VINEYARDS LLC (CALIFORNIA CORPORATION)
3200 SONOMA MOUNTAIN RD.
PETALUMA, CA 94954

FOR: WINE, IN CLASS 33 (U.S. CLS. 47 AND 49).

FIRST USE 9-1-2005; IN COMMERCE 9-1-2005.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "SONOMA" , APART FROM THE MARK AS SHOWN.

SN 76-498,260, FILED 3-18-2003.

TRACY CROSS, EXAMINING ATTORNEY

Prior U.S. Cls.: 45, 46 and 48

Reg. No. 3,157,744

United States Patent and Trademark Office

Registered Oct. 17, 2006

TRADEMARK PRINCIPAL REGISTER

Fire Engine

SPIRITS OF NEW MERCED, LLC (CALIFORNIA LTD LIAB CO)

4322 FRANKLIN AVE.

LOS ANGELES, CA 90027

FOR: ALCOHOLIC AND NON-ALCOHOLIC BEVERAGES, NAMELY, BEER, ALE, HEFEWEIZEN BEER, PORTER, LAGER, STOUT, ROOT BEER, MALT LIQUOR, MINERAL AND AERATED WATERS, CARBONATED SOFT DRINKS, FRUIT DRINKS, FRUIT JUICES, SPORTS DRINKS; SYRUPS, CONCENTRATES AND POWDERS FOR MAK-

ING SOFT DRINKS, IN CLASS 32 (U.S. CLS. 45, 46 AND 48).

FIRST USE 4-15-2004; IN COMMERCE 4-15-2004.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SER. NO. 78-737,590, FILED 10-20-2005.

SCOTT SISUN, EXAMINING ATTORNEY

Prior U.S. Cls.: 47 and 49

Reg. No. 2,911,683

United States Patent and Trademark Office

Registered Dec. 14, 2004

TRADEMARK PRINCIPAL REGISTER

FIRE ENGINE RED

GREBEN, NICHOLAS F. (UNITED STATES INDIVIDUAL) 18470 CARRIGER ROAD SONOMA, CA 95476

FIRST USE 1-1-2002; IN COMMERCE 11-1-2002.

SN 78-188,299, FILED 11-23-2002.

FOR: RED WINE, IN CLASS 33 (U.S. CLS. 47 AND 49).

RON FAIRBANKS, EXAMINING ATTORNEY

Prior U.S. Cls.: 45, 46 and 48

Reg. No. 3,671,520

United States Patent and Trademark Office

Registered Aug. 25, 2009

TRADEMARK PRINCIPAL REGISTER

BIG KAHUNA

KONA BREWERY LLC (HAWAII LIMITED LIA-BILITY COMPANY) 75-5629 KUAKINI HIGHWAY KAILUA-KONA, HI 96740

FOR: BEER, IN CLASS 32 (U.S. CLS. 45, 46 AND 48).

FIRST USE 1-0-2005; IN COMMERCE 1-0-2005.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SER. NO. 77-351,293, FILED 12-13-2007.

RUDY R. SINGLETON, EXAMINING ATTORNEY

Prior U.S. Cls.: 47 and 49

Reg. No. 3,463,202

United States Patent and Trademark Office

Registered July 8, 2008

TRADEMARK PRINCIPAL REGISTER

THE BIG KAHUNA

TESCO STORES LTD. (UNITED KINGDOM CORPORATION)
TESCO HOUSE, DELAMARE ROAD
CHESHUNT HERTFORDSHIRE, ENGLAND EN89SL

FOR: WINE, IN CLASS 33 (U.S. CLS. 47 AND 49).

FIRST USE 10-31-2007; IN COMMERCE 10-31-2007.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SN 77-087,974, FILED 1-22-2007.

CHRIS WELLS, EXAMINING ATTORNEY

Prior U.S. Cls.: 45, 46 and 48

Reg. No. 2,950,860

United States Patent and Trademark Office

Registered May 17, 2005

TRADEMARK PRINCIPAL REGISTER

STEELHEAD

MAD RIVER BREWING COMPANY, INC. (CALIFORNIA CORPORATION)
P.O. BOX 767
BLUE LAKE, CA 95525

FIRST USE 9-26-1982; IN COMMERCE 12-6-1990.

FOR: BEER AND ALE, IN CLASS 32 (U.S. CLS. 45, 46 AND 48).

SER. NO. 76-460,503, FILED 10-21-2002.

TANYA AMOS, EXAMINING ATTORNEY

Prior U.S. Cl.: 47

United States Patent and Trademark Office Reg. No. 1,400,616 Registered July 8, 1986

TRADEMARK PRINCIPAL REGISTER

STEELHEAD RUN

BUENA VISTA WINERY, INC. (CALIFORNIA CORPORATION) 27000 RAMAL ROAD, P.O. BOX 182 SONOMA, CA 95476

FOR: WINE, IN CLASS 33 (U.S. CL. 47).

FIRST USE 9-0-1985; IN COMMERCE 9-0-1985.

SER. NO. 571,158, FILED 12-2-1985.

SUSAN E. KADILAK, EXAMINING ATTORNEY

Prior U.S. Cls.: 45, 46, and 48

Reg. No. 3,406,170

United States Patent and Trademark Office

Registered Apr. 1, 2008

TRADEMARK PRINCIPAL REGISTER

ASCENT 54

ANHEUSER-BUSCH, INCORPORATED (MISSOURI CORPORATION)
202-6
ONE BUSCH PLACE
ST. LOUIS, MO 63118

FOR: BEER, IN CLASS 32 (U.S. CLS. 45, 46 AND 48).

FIRST USE 4-7-2007; IN COMMERCE 4-7-2007.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SN 77-080,753, FILED 1-11-2007.

CHRIS WELLS, EXAMINING ATTORNEY

Prior U.S. Cls.: 47 and 49

United States Patent and Trademark Office

Reg. No. 2,845,376

Registered May 25, 2004

TRADEMARK PRINCIPAL REGISTER

ASCENT

DOMAINE DE LA TERRE ROUGE, LTD. (CALIFORNIA CORPORATION) P.O. BOX 41

FIDDLETOWN, CA 95629

FIRST USE 2-15-2002; IN COMMERCE 3-16-2002.

SN 76-205,338, FILED 2-5-2001.

FOR: WINE, IN CLASS 33 (U.S. CLS. 47 AND 49).

INGA ERVIN, EXAMINING ATTORNEY

Prior U.S. Cls.: 45, 46 and 48

Reg. No. 2,633,968

United States Patent and Trademark Office

Registered Oct. 15, 2002

TRADEMARK PRINCIPAL REGISTER

MURPHY'S

MURPHY BREWERY IRELAND LIMITED (IRE-LAND CORPORATION) LADY'S WELL BREWERY LEITRIM STREET CORK, IRELAND

OWNER OF U.S. REG. NOS. 1,847,441 AND 1,877,199.

SEC. 2(F).

FOR: BEER, ALE, PORTER AND STOUT, IN CLASS 32 (U.S. CLS. 45, 46 AND 48).

SER. NO. 76-026,951, FILED 4-17-2000.

FIRST USE 0-0-1856; IN COMMERCE 0-0-1892.

DARRYL SPRUILL, EXAMINING ATTORNEY

Prior U.S. Cls.: 47 and 49

Reg. No. 3,303,892

United States Patent and Trademark Office

Registered Oct. 2, 2007

TRADEMARK PRINCIPAL REGISTER

MURPHY'S LAW

URBAN WINE VENTURES, LLC (ILLINOIS LTD LIAB CO) 3RD FLOOR 118 N. PEORIA CHICAGO, IL 60607

FOR: WINE, IN CLASS 33 (U.S. CLS. 47 AND 49).

FIRST USE 10-19-2005; IN COMMERCE 10-19-2005.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SN 78-706,317, FILED 9-2-2005.

LORETTA C. BECK, EXAMINING ATTORNEY

Prior U.S. Cl.: 48

United States Patent Office

Reg. No. 995,937 Registered Oct. 15, 1974

TRADEMARK Principal Register

BARREL BOTTLE

G. Heileman Brewing Company, Inc. (Wisconsin corporation)
925 S. 3rd St.
LaCrosse, Wis. 54601, assignee of
Associated Brewing Company (Michigan corporation)
Detroit, Mich.

For: BOTTLES CONTAINING BEER, in CLASS 48 (INT. CL. 32).

First use Mar. 30, 1970; in commerce Mar. 30, 1970. No claim is made to the word "Bottle", apart from the mark as shown.

Owner of Reg. No. 947,679.

Ser. No. 364,026, filed June 30, 1970.

Prior U.S. Cl.: 48

United States Patent and Trademark Office

Registered Oct. 15, 1974

Reg. No. 995,937

10 Year Renewal

Renewal Term Begins Oct. 15, 1994

TRADEMARK PRINCIPAL REGISTER

BARREL BOTTLE

G. HEILEMAN BREWING COMPANY, INC. (DELAWARE CORPORATION) P.O. BOX 459

100 HARBORVIEW PLAZA
LA CROSSE, WI 54601, MERGER AND
CHANGE OF NAME G. HEILEMAN
BREWING COMPANY, INC. (WISCON-SIN CORPORATION) LA CROSSE, WI

OWNER OF U.S. REG. NO. 947,679.

NO CLAIM IS MADE TO THE WORD "BOTTLE", APART FROM THE MARK AS SHOWN.

FOR: BOTTLES CONTAINING BEER, IN CLASS 48 (INT. CL. 32).

FIRST USE 3-30-1970; IN COMMERCE 3-30-1970.

SER. NO. 72-364,026, FILED 6-30-1970.

In testimony whereof I have hereunto set my hand and caused the seal of The Patent and Trademark Office to be affixed on Sep. 27, 1994.

COMMISSIONER OF PATENTS AND TRADEMARKS

Prior U.S. Cls.: 47 and 49

Reg. No. 3,332,980

United States Patent and Trademark Office

Registered Nov. 6, 2007

TRADEMARK SUPPLEMENTAL REGISTER

BARREL BLEND

HILL ESTATES, LLC (CALIFORNIA LTD LIAB CO)
P.O. BOX 2288
YOUNTVILLE, CA 94599

FOR: WINE, IN CLASS 33 (U.S. CLS. 47 AND 49).

FIRST USE 5-8-2007; IN COMMERCE 8-8-2007.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SER. NO. 77-142,296, FILED P.R. 3-28-2007; AM. S.R. 8-31-2007.

TEJBIR SINGH, EXAMINING ATTORNEY

Prior U.S. Cl.: 48

United States Patent and Trademark Office Registered Mar. 14, 1995

TRADEMARK PRINCIPAL REGISTER

CLASSIC DARK

ANHEUSER-BUSCH, INCORPORATED (MISSOURI CORPORATION)
ONE BUSCH PLACE
ST. LOUIS, MO 63118

FOR: BEER, IN CLASS 32 (U.S. CL. 48). FIRST USE 6-10-1976; IN COMMERCE 6-10-1976. OWNER OF U.S. REG. NOS. 1,103,675 AND 1,607,588.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "DARK", APART FROM THE MARK AS SHOWN.

SER. NO. 74-425,501, FILED 8-17-1993.

ZHALEH KHABIRI, EXAMINING ATTORNEY

Prior U.S. Cls.: 47 and 49

Reg. No. 3,650,313

United States Patent and Trademark Office

Registered July 7, 2009

TRADEMARK PRINCIPAL REGISTER





DABROWSKI, ROBERT (UNITED STATES INDI-VIDUAL), DBA CANDIA VINEYARDS 702 HIGH STREET CANDIA, NH 030342040

FOR: GRAPE WINE; PORT WINES; RED WINE; RED WINES; SPARKLING WINES; SWEET WINES; TABLE WINES; WHITE WINE; WINE; WINES; WINES AND LIQUEURS; WINES AND SPARKLING WINES, IN CLASS 33 (U.S. CLS. 47 AND 49).

FIRST USE 2-1-2008; IN COMMERCE 2-1-2008.

THE MARK CONSISTS OF A STYLIZED CLASSIC CAB AND THE WORDING "CLASSIC CAB".

SER. NO. 77-628,135, FILED 12-7-2008.

JEAN IM, EXAMINING ATTORNEY

Prior U.S. Cls.: 45, 46 and 48

United States Patent and Trademark Office

Reg. No. 2,816,294 Registered Feb. 24, 2004

TRADEMARK PRINCIPAL REGISTER

RATTLESNAKE BEER

KERSHENSTINE, TIMOTHY (UNITED STATES INDIVIDUAL)
401 INDUSTRIAL PARK
EUPORA, MS 39744

FOR: BEER, IN CLASS 32 (U.S. CLS. 45, 46 AND 48).

FIRST USE 2-1-1977; IN COMMERCE 10-1-1981.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "BEER", APART FROM THE MARK AS SHOWN.

SER. NO. 76-447,842, FILED 9-3-2002.

DANIELLE MATTESSICH, EXAMINING ATTORNEY

Prior U.S. Cls.: 47 and 49

Reg. No. 2,165,482

United States Patent and Trademark Office

Registered June 16, 1998

TRADEMARK PRINCIPAL REGISTER



PORTTEUS VINEYARD PARTNERSHIP (PARTNERSHIP) PORTTEUS VINEYARD & WINERY 5201 HIGHLAND DRIVE ZILLAH, WA 98953

FOR: WINE, IN CLASS 33 (U.S. CLS. 47 AND 49).

FIRST USE 4-0-1989; IN COMMERCE 4-0-1989.

THE MARK IS LINED FOR THE COLOR BLUE.

SEC. 2(F).

SER. NO. 75-246,973, FILED 2-24-1997.

ELIZABETH A. DUNN, EXAMINING ATTORNEY

Int. Cls.: 32 and 33

Prior U.S. Cls.: 45, 46, 47, 48, and 49

Reg. No. 3,090,930

United States Patent and Trademark Office

Registered May 9, 2006

TRADEMARK PRINCIPAL REGISTER

TRIPLE BLACK

DIAGEO NORTH AMERICA, INC. (CONNECTICUT CORPORATION) 801 MAIN AVE NORWALK, CT 06851

FOR: BREWED MALT BEVERAGES IN THE NATURE OF BEER, IN CLASS 32 (U.S. CLS. 45, 46 AND 48).

FIRST USE 10-0-2002; IN COMMERCE 10-0-2002.

FOR: ALCOHOLIC MALT COOLERS, ALCOHOLIC BEVERAGES PRODUCED FROM A BREWED MALT BASE, IN CLASS 33 (U.S. CLS. 47 AND 49).

FIRST USE 10-0-2002; IN COMMERCE 10-0-2002.

SN 78-259,804, FILED 6-9-2003.

ADA HAN, EXAMINING ATTORNEY

Prior U.S. Cls.: 47 and 49

United States Patent and Trademark Office

Reg. No. 2,722,467 Registered June 3, 2003

TRADEMARK PRINCIPAL REGISTER

TRIPLE BLACK SLOPES

WILLAKENZIE ESTATE, INC. (OREGON CORPORATION)
19143 N.E. LAUGHLIN RD.
YAMHILL, OR 97148

FOR: WINE, IN CLASS 33 (U.S. CLS. 47 AND 49).

FIRST USE 11-1-2002; IN COMMERCE 11-1-2002.

SN 76-338,648, FILED 11-15-2001.

ROBERT LORENZO, EXAMINING ATTORNEY

Prior U.S. Cl.: 48

United States Patent and Trademark Office Reg. No. 1,486,399

Reg. No. 1,486,399

Registered Apr. 26, 1988

TRADEMARK PRINCIPAL REGISTER

INDIA GOLD LABEL

CERVECERIA INDIA, INC. (PUERTO RICO CORPORATION)
P.O. BOX 1690
MAYAGUEZ, PUERTO RICO 00709

FOR: BEER, IN CLASS 32 (U.S. CL. 48). FIRST USE 3-19-1987; IN COMMERCE 3-19-1987. OWNER OF U.S. REG. NOS. 876,174, 1,379,425 AND OTHERS. SEC. 2(F) AS TO THE WORD INDIA.

SER. NO. 666,680, FILED 6-15-1987.

SUSAN E. KADILAK, EXAMINING ATTORNEY

Prior U.S. Cls.: 47 and 49

Reg. No. 3,399,401

United States Patent and Trademark Office

Registered Mar. 18, 2008

TRADEMARK PRINCIPAL REGISTER

GOLD LABEL

VINTWOOD INTERNATIONAL, LTD. (NEW YORK CORPORATION)
40 PROSPECT STREET HUNTINGTON, NY 11743

FOR: WINE, IN CLASS 33 (U.S. CLS. 47 AND 49).

FIRST USE 9-26-2007; IN COMMERCE 9-26-2007.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SN 78-489,690, FILED 9-26-2004.

MICHELLE DUBOIS, EXAMINING ATTORNEY

Int. Cls.: 25 and 32

Prior U.S. Cls.: 22, 39, 45, 46, and 48

United States Patent and Trademark Office

Reg. No. 2,889,418

Registered Sep. 28, 2004

TRADEMARK PRINCIPAL REGISTER

BROTHERS

BROTHERS BEER COMPANY, INC. (DELA-WARE CORPORATION), DBA BROTHERS BREWING CO., 346 GRAND AVENUE OAKLAND, CA 94610

FOR: CLOTHING AND SPORTS ACCESSORIES, NAMELY TOPS, T-SHIRTS, POLO-SHIRTS, SWEATERS, SWEATSHIRTS, SWEATPANTS, PANTS, SHORTS, JACKETS, LEATHER JACKETS, PARKAS, VESTS, HATS, CAPS, HEADWEAR, SOCKS, AND WRISTBANDS, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 3-0-1998; IN COMMERCE 3-0-1998.

FOR: BEVERAGES, NAMELY BEER AND ALE, IN CLASS 32 (U.S. CLS. 45, 46 AND 48).

FIRST USE 3-0-1998; IN COMMERCE 3-0-1998.

SN 75-828,554, FILED 10-21-1999.

SCOTT OSLICK, EXAMINING ATTORNEY

Prior U.S. Cls.: 47 and 49

Reg. No. 3,417,483

United States Patent and Trademark Office

Registered Apr. 29, 2008

TRADEMARK PRINCIPAL REGISTER

BENT BROTHERS

WEIGLE, CHARLES VICKI (UNITED STATES INDIVIDUAL) 11050 HIGHWAY 90 LITTLE RIVER, SC 28566

FOR: WINE, IN CLASS 33 (U.S. CLS. 47 AND 49).

FIRST USE 4-1-2003; IN COMMERCE 4-1-2003.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SER. NO. 77-246,183, FILED 8-3-2007.

YAT SYE, LEE, EXAMINING ATTORNEY

906,899 Registered Jan. 26, 1971

PRINCIPAL REGISTER Trademark

Ser. No. 346,221, filed Dec. 15, 1969

ELEPHANT

Carlsberg Bryggerierne (Danish corporation), doing business as The Carlsberg Breweries
Copenhagen, Denmark

For: BEER AND MALT LIQUOR, in CLASS 48 (INT. CL. 32).

First use on or about May 18, 1967; in commerce on or about May 18, 1967.

Owner of U.S. Reg. No. 673,627.

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JOHN C. DEMOS, Examiner

Prior U.S. Cls.: 47 and 49

Reg. No. 3,446,914

United States Patent and Trademark Office

Registered June 10, 2008

TRADEMARK PRINCIPAL REGISTER

ELEPHANT HILL

ELEPHANT HILL ESTATE & WINERY LIMITED (NEW ZEALAND CORPORATION)
615 HERETAUNGA ST WEST
HASTINGS, NEW ZEALAND

FOR: WINE, IN CLASS 33 (U.S. CLS. 47 AND 49).

FIRST USE 2-15-2008; IN COMMERCE 2-15-2008.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SN 78-906,356, FILED 6-12-2006.

MIDGE BUTLER, EXAMINING ATTORNEY

Prior U.S. Cls.: 45, 46, and 48

Reg. No. 3,016,047

United States Patent and Trademark Office

Registered Nov. 15, 2005

TRADEMARK PRINCIPAL REGISTER



LEVY, ANDRE JACQUES (UNITED KINGDOM INDIVIDUAL)
90 WOODSTOCK ROAD
LONDON, UNITED KINGDOM W4 1EG AND
LEVY, MAIRADE ANN (IRELAND INDIVIDUAL)
90 WOODSTOCK ROAD

LONDON, UNITED KINGDOM W4 1EG

FOR: BEER, ALE, LAGER, STOUT, AND SHANDY, IN CLASS 32 (U.S. CLS. 45, 46 AND 48).

FIRST USE 10-31-2003; IN COMMERCE 8-16-2005.

SN 78-057,969, FILED 4-11-2001.

DARRYL SPRUILL, EXAMINING ATTORNEY

Prior U.S. Cls.: 47 and 49

Reg. No. 3,358,401

United States Patent and Trademark Office

Registered Dec. 25, 2007

TRADEMARK PRINCIPAL REGISTER

ROUTE 88

OAK RIDGE WINERY, LLC (CALIFORNIA LTD LIAB CO) 6100 EAST HIGHWAY 12 LODI, CA 95240

FOR: WINE, IN CLASS 33 (U.S. CLS. 47 AND 49).

FIRST USE 3-21-2007; IN COMMERCE 3-21-2007.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SER. NO. 76-675,346, FILED 4-11-2007.

AHSEN KHAN, EXAMINING ATTORNEY

Prior U.S. Cl.: 48

Reg. No. 1,597,742

United States Patent and Trademark Office Registered May 22, 1990

TRADEMARK PRINCIPAL REGISTER

GEORGE WASHINGTON PORTER

BOSTON BEER COMPANY LIMITED PART-NERSHIP (MASSACHUSETTS LIMITED PARTNERSHIP), DBA THE BOSTON BEER COMPANY 30 GERMANIA STREET BOSTON, MA 02103

FOR: BEVERAGES, NAMELY BEER AND ALE, IN CLASS 32 (U.S. CL. 48).

FIRST USE 7-25-1989; IN COMMERCE 7-25-1989.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "PORTER", APART FROM THE MARK AS SHOWN.

SER. NO. 73-827,689, FILED 9-25-1989.

JANICE O'LEAR, EXAMINING ATTORNEY

Prior U.S. Cls.: 47 and 49

United States Patent and Trademark Office Reg. No. 2,000,803 Registered Sep. 17, 1996

TRADEMARK PRINCIPAL REGISTER

GEORGE WASHINGTON VANDERBILT

BILTMORE COMPANY, THE (DELAWARE CORPORATION), AKA BILTMORE ESTATE ONE NORTH PACK SQUARE ASHEVILLE, NC 28801

FOR: WINE, IN CLASS 33 (U.S. CLS. 47 AND 49).

FIRST USE 2-15-1995; IN COMMERCE 2-15-1995. OWNER OF U.S. REG. NOS. 1,616,971, 1,616,972, AND 1,627,491.

SER. NO. 74-649,907, FILED 3-21-1995.

DONNA MIRMAN, EXAMINING ATTORNEY

Prior U.S. Cls.: 47 and 49

United States Patent and Trademark Office Reg. No. 2,000,803

Reg. No. 2,000,803

Reg. States Patent and Trademark Office Registered Sep. 17, 1996

TRADEMARK PRINCIPAL REGISTER

GEORGE WASHINGTON VANDERBILT

BILTMORE COMPANY, THE (DELAWARE CORPORATION), AKA BILTMORE ESTATE ONE NORTH PACK SQUARE ASHEVILLE, NC 28801

FOR: WINE, IN CLASS 33 (U.S. CLS. 47 AND

FIRST USE 2-15-1995; IN COMMERCE 2-15-1995.
OWNER OF U.S. REG. NOS. 1,616,971, 1,616,972, AND 1,627,491.

SER. NO. 74-649,907, FILED 3-21-1995.

DONNA MIRMAN, EXAMINING ATTORNEY

Prior U.S. Cls.: 45, 46, and 48

Reg. No. 3,528,320

United States Patent and Trademark Office

Registered Nov. 4, 2008

TRADEMARK PRINCIPAL REGISTER

Hook & Ladder Lighter

FLEISCHER ENTERPRISES, INC. (MARYLAND CORPORATION), DBA HOOK & LADDER BREWING COMPANY,
2231 DISTRIBUTION CIRCLE
SILVER SPRING, MD 20910

FOR: MALT BEER, IN CLASS 32 (U.S. CLS. 45, 46 AND 48).

FIRST USE 4-27-2007; IN COMMERCE 10-1-2007.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NO. 2,774,673.

SN 77-167,183, FILED 4-27-2007.

JOHN HWANG, EXAMINING ATTORNEY

Prior U.S. Cls.: 47 and 49

United States Patent and Trademark Office

Reg. No. 2,296,182

Registered Nov. 30, 1999

TRADEMARK PRINCIPAL REGISTER

HOOK & LADDER

DELOACH VINEYARDS (CALIFORNIA COR-PORATION) 1791 OLIVET RD. SANTA ROSA, CA 95401

FIRST USE 11-30-1998; IN COMMERCE 12-23-1998.

NTA ROSA, CA 95401 SER. NO. 75-623,132, FILED 1-20-1999.

FOR: WINE, IN CLASS 33 (U.S. CLS. 47 AND 49).

ANGELA BISHOP WILSON, EXAMINING ATTORNEY

Prior U.S. Cls.: 47 and 49

Reg. No. 2,296,182

United States Patent and Trademark Office

Registered Nov. 30, 1999

TRADEMARK PRINCIPAL REGISTER

HOOK & LADDER

DELOACH VINEYARDS (CALIFORNIA COR-PORATION) 1791 OLIVET RD. SANTA ROSA, CA 95401

FOR: WINE, IN CLASS 33 (U.S. CLS. 47 AND 49).

FIRST USE 11-30-1998; IN COMMERCE 12-23-1998.

SER. NO. 75-623,132, FILED 1-20-1999.

ANGELA BISHOP WILSON, EXAMINING ATTORNEY

Prior U.S. Cl.: 48

Reg. No. 1,564,924

United States Patent and Trademark Office

Registered Nov. 7, 1989

TRADEMARK PRINCIPAL REGISTER

KANGAROO

LEARSI INC. (CALIFORNIA CORPORATION) SUITE D 15414 CABRITO ROAD VAN NUYS, CA 91406, ASSIGNEE OF EURO-PEAN BEVERAGE CO., INC. (CALIFORNIA CORPORATION) VAN NUYS, CA 91406

FOR: BEER, IN CLASS 32 (U.S. CL. 48).

FIRST USE 9-27-1985; IN COMMERCE 9-27-1985.

SER. NO. 624,456, FILED 10-3-1986.

CHRISTOPHER W. WELLS, EXAMINING ATTORNEY

Prior U.S. Cls.: 47 and 49

Reg. No. 3,334,146

United States Patent and Trademark Office

Registered Nov. 13, 2007

TRADEMARK PRINCIPAL REGISTER

Kangaroo Point

PRP WINE INTERNATIONAL INC. (ILLINOIS CORPORATION)
1701 A HOWARD STREET
ELK GROVE VILLAGE, IL 60007

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

FOR: POTABLE SPIRITS; SPARKLING WINE; WINE, IN CLASS 33 (U.S. CLS. 47 AND 49).

SER. NO. 77-118,016, FILED 2-28-2007.

FIRST USE 1-2-2007; IN COMMERCE 1-2-2007.

TOBY BULLOFF, EXAMINING ATTORNEY

Prior U.S. Cls.: 45, 46 and 48

United States Patent and Trademark Office

Reg. No. 2,515,629 Registered Dec. 4, 2001

TRADEMARK PRINCIPAL REGISTER

MAGIC HAT

MAGIC HAT BREWING COMPANY AND PERFORMING ARTS CENTER, INC. (VERMONT CORPORATION)
5 BARTLETT BAY RD.
SOUTH BURLINGTON, VT 05403

FIRST USE 2-25-1994; IN COMMERCE 2-25-1994.

SER. NO. 78-061,850, FILED 5-3-2001.

FOR: BEER AND ALE, IN CLASS 32 (U.S. CLS. 45, 46 AND 48).

TONJA GASKINS, EXAMINING ATTORNEY

Prior U.S. Cls.: 47 and 49

Reg. No. 3,076,685 Registered Apr. 4, 2006

United States Patent and Trademark Office

TRADEMARK PRINCIPAL REGISTER

MAGIC

FINKELSTEIN VINEYARDS (CALIFORNIA COR-PORATION) 647 GREENFIELD ROAD ST. HELENA, CA 94574

FOR: WINE, IN CLASS 33 (U.S. CLS. 47 AND 49).

FIRST USE 3-7-2003; IN COMMERCE 4-9-2003.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SER. NO. 78-608,750, FILED 4-14-2005.

RONALD AIKENS, EXAMINING ATTORNEY

Prior U.S. Cls.: 45, 46 and 48

Reg. No. 3,421,671

United States Patent and Trademark Office

Registered May 6, 2008

TRADEMARK PRINCIPAL REGISTER

SCHNEIDER WEISSE

G. SCHNEIDER & SOHN GMBH (FED REP GERMANY GMBH)

EMIL-OTT-STRASSE 5

93309 KELHEIM, FED REP GERMANY

FOR: BEER, IN CLASS 32 (U.S. CLS. 45, 46 AND 48).

FIRST USE 0-0-1872; IN COMMERCE 7-0-1993.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NOS. 1,446,965, 2,007,340, AND 2,656,860.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "WEISSE", APART FROM THE MARK AS SHOWN.

SEC. 2(F).

SER. NO. 77-169,029, FILED 4-30-2007.

JOHN DWYER, EXAMINING ATTORNEY

Prior U.S. Cls.: 47 and 49

Reg. No. 2,427,705

United States Patent and Trademark Office

Registered Feb. 6, 2001

TRADEMARK SUPPLEMENTAL REGISTER

SCHNEIDER

SCHNEIDER VINEYARDS, LLC (NEW YORK LIMITED LIABILITY COMPANY)
2248 ROANOKE AVENUE
RIVERHEAD, NY 11901

FIRST USE 11–24–1999; IN COMMERCE 11–24–1999.

SER. NO. 75–893,332, FILED P.R. 1–7–2000; AM. S.R. 8–10–2000.

FOR: WINE, IN CLASS 33 (U.S. CLS. 47 AND 49).

TERESA LEE, EXAMINING ATTORNEY

Amendment

Registered November 12, 1940

Registration No. 382,880

Pabst Brewing Company

Application to amend having been made by Pabst Brewing Company, owner of the registration above identified, the drawing is amended to appear as follows:



Such amendment has been entered upon the records of the Patent and Trademark Office and the said original registration should be read as so amended.

Signed and sealed this 28th day of July 1981.

[SEAL]

Attest:
JANIE COOKSEY,
Attesting Officer.

GERALD J. MOSSINGHOFF, Commissioner of Patents and Trademarks.

UNITED STATES PATENT OFFICE

Pabst Brewing Company, Peoria Heights, Ill.

Act of February 20, 1905

Application July 15, 1940, Serial No. 433,985



STATEMENT

To the Commissioner of Patents:

Pabst Brewing Company, a corporation duly organized under the laws of the State of Delaware, located and doing business at Peoria Heights, Illinois, has adopted and used the trademark shown in the accompanying drawing, the lining indicating the colors, gold, red, white, and blue, for BEER, in Class 48, Malt beverages and liquors, and presents herewith five specimens showing the trade-mark as actually used by applicant upon the goods, and requests that the same be registered in the United States Patent Office in accordance with the act of February 20, 1905, as amended.

The trade-mark has been continuously used and applied to said goods in applicant's business as follows: The words "red, white and blue" and the red, white, and blue stripes since March, 1899, and the mark has been used in the particular manner shown in the drawing since October 23, 1939.

The trade-mark is applied or affixed to the

goods by printing, stenciling, or otherwise impressing the same upon containers and cartons for the goods, or upon labels affixed to said containers and cartons, and in divers other ways.

Applicant is the owner of the following registrations and of the marks shown therein: No. 57,226, November 6, 1906; No. 271,202, May 27, 1930; and No. 354,168, February 1, 1938.

The undersigned hereby appoints Edward S. Rogers, William T. Woodson, and James H. Rogers, 801 Peoples Gas Building, Chicago, Illinois, and Francis L. Browne, Dudley Browne, and Thomas L. Mead, Jr., 850 Munsey Building, Washington, D. C., its attorneys to prosecute this application for registration, with full powers of substitution and revocation, to make alterations and amendments therein, to receive the certificate, and to transact all business in the Patent Office connected therewith.

PABST BREWING COMPANY, By CHARLES T. BUEHLER, Secretary-Treasurer.

وري سالان المخر

Prior U.S. Cls.: 47 and 49

Reg. No. 3,448,996

United States Patent and Trademark Office

Registered June 17, 2008

TRADEMARK PRINCIPAL REGISTER

RED, WHITE, & BLUE

TASSEL RIDGE WINERY, LLC (IOWA LTD LIAB CO) 2505 MAPLE WOODS DRIVE OSKALOOSA, IA 52577

FOR: WINE, IN CLASS 33 (U.S. CLS. 47 AND 49).

FIRST USE 11-8-2006; IN COMMERCE 12-14-2006.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SER. NO. 77-306,664, FILED 10-17-2007.

JASON BLAIR, EXAMINING ATTORNEY

Prior U.S. Cl.: 48

United States Patent and Trademark Office Registered June 2, 1987

TRADEMARK PRINCIPAL REGISTER

MUSTANG

PITTSBURGH BREWING COMPANY (PENN-SYLVANIA CORPORATION) 3340 LIBERTY AVENUE PITTSBURGH, PA 15201 FIRST USE 3-24-1965; IN COMMERCE 3-24-1965.

FOR: BEER AND MALT LIQUOR, IN CLASS 32 (U.S. CL. 48).

SER. NO. 623,591, FILED 10-2-1986.

JULIE B. SEYLER, EXAMINING ATTORNEY

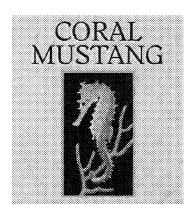
Prior U.S. Cls.: 47 and 49

Reg. No. 3,272,244

United States Patent and Trademark Office

Registered July 31, 2007

TRADEMARK PRINCIPAL REGISTER



CORAL MUSTANG WINES LLC (CALIFORNIA LTD LIAB CO) 1136 PALOMINO RD CLOVERDALE, CA 95425

FOR: GRAPE WINE, IN CLASS 33 (U.S. CLS. 47 AND 49).

FIRST USE 4-1-2006; IN COMMERCE 4-1-2006.

THE MARK CONSISTS OF A SEAHORSE ATTACHED BY ITS TAIL TO CORAL WITHIN A BOX. ABOVE THE BOX IS THE WORDING CORAL MUSTANG. THE ENTIRE MARK IN ENCOMPASSED BY A BOX THAT CONTAINS FAINT LINES THAT CONVEY TEXTURE.

SER. NO. 78-910,813, FILED 6-18-2006.

JENNIFER VASQUEZ, EXAMINING ATTORNEY

Prior U.S. Cls.: 45, 46 and 48

United States Patent and Trademark Office

Reg. No. 2,450,962 Registered May 15, 2001

TRADEMARK PRINCIPAL REGISTER

WINTER SOLSTICE

ANDERSON VALLEY BREWING INC. (CALIFORNIA CORPORATION)
P.O. BOX 505
BOONVILLE, CA 95415

FIRST USE 11-1-1992; IN COMMERCE 11-1-1992.

SER. NO. 76-032,911, FILED 4-21-2000.

FOR: BEER, ALE, PORTER, STOUT, AND MALT LIQUOR, IN CLASS 32 (U.S. CLS. 45, 46 AND 48).

AUMA REGGY, EXAMINING ATTORNEY

Prior U.S. Cl.: 47

Reg. No. 1,798,867

United States Patent and Trademark Office Registered Oct. 12, 1993

TRADEMARK PRINCIPAL REGISTER

SOLSTICE

DBA MERRYVALE VINE-VENTURE),

YARDS, 1000 MAIN STREET ST. HELENA, CA 94574

FOR: WINE, IN CLASS 33 (U.S. CL. 47).

FIRST USE 11-1-1992; IN COMMERCE

SN 74-305,210, FILED 8-17-1992.

DARREN COHEN, EXAMINING ATTORNEY

Prior U.S. Cls.: 45, 46 and 48

Reg. No. 3,625,529

United States Patent and Trademark Office

Registered May 26, 2009

TRADEMARK PRINCIPAL REGISTER

NAKED ED'S

BENTZ, ROBERT A. (UNITED STATES INDIVIDUAL)
2101 CENTREPARK WEST DRIVE, SUITE 100
WEST PALM BEACH, FL 33409 AND
BENTZ, KAREN (UNITED STATES INDIVIDUAL)
2101 CENTREPARK WEST DRIVE, SUITE 100
WEST PALM BEACH, FL 33409

FOR: ALE; BEER , IN CLASS 32 (U.S. CLS. 45, 46 AND 48).

FIRST USE 3-4-2008; IN COMMERCE 3-4-2008.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SER. NO. 77-431,952, FILED 3-26-2008.

NORA BUCHANAN WILL, EXAMINING ATTORNEY

Prior U.S. Cls.: 47 and 49

Reg. No. 3,343,976

United States Patent and Trademark Office

Registered Nov. 27, 2007

TRADEMARK PRINCIPAL REGISTER

NAKED

Q4X LLC (CALIFORNIA LIMITED LIABILITY COMPANY)
P.O. BOX 120
PASO ROBLES, CA 93447

FOR: WINE, IN CLASS 33 (U.S. CLS. 47 AND 49).

FIRST USE 9-15-2001; IN COMMERCE 9-15-2001.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SER. NO. 78-850,911, FILED 3-31-2006.

KEVON CHISOLM, EXAMINING ATTORNEY

Prior U.S. Cl.: 48

United States Patent and Trademark Office Registered Jan. 7, 1992

TRADEMARK PRINCIPAL REGISTER

THE ROCKY MOUNTAIN LEGEND

COORS BREWING COMPANY (COLORADO CORPORATION)

B. C. 300

GOLDEN, CO 80401, ASSIGNEE OF ADOLPH COORS COMPANY (COLORADO CORPORA-TION), DBA COORS BREWING COMPANY GOLDEN, CO 80401 FOR: BEER, IN CLASS 32 (U.S. CL. 48). FIRST USE 4-4-1989; IN COMMERCE 4-4-1989.

SEC. 2(F) AS TO "ROCKY MOUNTAIN".

SER. NO. 74-117,682, FILED 11-21-1990.

MARK T. MULLEN, EXAMINING ATTORNEY

Prior U.S. Cls.: 47 and 49

Reg. No. 2,233,621

United States Patent and Trademark Office

Registered Mar. 23, 1999

TRADEMARK PRINCIPAL REGISTER

ROCKY MOUNTAIN VINEYARDS

VINELAND CORPORATION, THE (COLORA-DO CORPORATION) 3553 E. ROAD PALISADE, CO 81526

FOR: ALCOHOLIC BEVERAGES, SPECIFICALLY WINE, IN CLASS 33 (U.S. CLS. 47 AND 49).

FIRST USE 0-0-1991; IN COMMERCE 0-0-1991.

NO CLAIM IS MADE TO THE EXCLUSIVE

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "VINEYARDS", APART FROM THE MARK AS SHOWN.

SER. NO. 75-356,601, FILED 9-15-1997.

CAROL SPILS, EXAMINING ATTORNEY

Prior U.S. Cls.: 45, 46 and 48

Reg. No. 3,361,442

United States Patent and Trademark Office

Registered Jan. 1, 2008

TRADEMARK PRINCIPAL REGISTER

GRIESEDIECK BROS.

RAYMOND A. GRIESEDIECK (UNITED STATES INDIVIDUAL)

12922 WHITE HORSE LANE DES PERES, MO 63131 THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SEC. 2(F).

FOR: BEER, IN CLASS 32 (U.S. CLS. 45, 46 AND 48).

SER. NO. 77-088,278, FILED 1-22-2007.

FIRST USE 6-25-2002; IN COMMERCE 6-25-2002.

HENRY S. ZAK, EXAMINING ATTORNEY

Prior U.S. Cl.: 47

United States Patent and Trademark Office Registered Feb. 6, 1990

TRADEMARK PRINCIPAL REGISTER

GRIESEDIECK SELECTION

GRIESEDIECK IMPORTS (MISSOURI CORPORATION)
1801 OLD HIGHWAY 94 SOUTH
ST. CHARLES, MO 63303

FOR: WINE, IN CLASS 33 (U.S. CL. 47). FIRST USE 8-1-1988; IN COMMERCE 8-1-1988. NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "SELECTION", APART FROM THE MARK AS SHOWN.

SER. NO. 73-751,284, FILED 9-12-1988.

HOPE HAMMILL REH, EXAMINING ATTORNEY

Int. Cls.: 32 and 43

Prior U.S. Cls.: 45, 46, 48, 100 and 101

Reg. No. 2,751,912

United States Patent and Trademark Office

Registered Aug. 19, 2003

TRADEMARK SERVICE MARK PRINCIPAL REGISTER

VICTORY

VICTORY BREWING COMPANY (PENNSYLVA-NIA CORPORATION) 420 ACORN LANE DOWNINGTOWN, PA 19335

FOR: BEVERAGES, NAMELY BEER AND ALE, IN CLASS 32 (U.S. CLS. 45, 46 AND 48).

FIRST USE 6-27-1994; IN COMMERCE 6-27-1994.

FOR: RESTAURANT AND CATERING SERVICES, IN CLASS 43 (U.S. CLS. 100 AND 101).

FIRST USE 6-27-1994; IN COMMERCE 6-27-1994.

SER. NO. 76-316,108, FILED 9-24-2001.

ROBERT LORENZO, EXAMINING ATTORNEY

Prior U.S. Cls.: 47 and 49

Reg. No. 3,588,337

United States Patent and Trademark Office

Registered Mar. 10, 2009

TRADEMARK PRINCIPAL REGISTER

LA VICTOIRE

COGNAC ONE, LLC (NEW YORK LIMITED LIABILITY COMPANY)

SUITE 330

29 EAST 61ST STREET NEW YORK, NY 10065

FOR: WINE; FRUIT WINE; GRAPE WINE; RED WINE, IN CLASS 33 (U.S. CLS. 47 AND 49).

FIRST USE 5-0-2008; IN COMMERCE 5-0-2008.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

THE FOREIGN WORDING IN THE MARK TRANSLATES INTO ENGLISH AS "THE VICTORY".

SN 77-319,859, FILED 11-2-2007.

EMILY CARLSEN, EXAMINING ATTORNEY

Prior U.S. Cls.: 45, 46, and 48

United States Patent and Trademark Office

Reg. No. 2,684,632 Registered Feb. 4, 2003

TRADEMARK PRINCIPAL REGISTER



DAY'S BEVERAGES INC. (PENNSYLVANIA CORPORATION) 706 TIMBER TRAIL LANE SPRINGFIELD, PA 19064

FOR: CARBONATED BEVERAGES, NAMELY ROOT BEER, IN CLASS 32 (U.S. CLS. 45, 46 AND 48).

FIRST USE 10-6-2001; IN COMMERCE 10-6-2001.

THE LINING IS A FEATURE OF THE MARK AND DOES NOT INDICATE COLOR.

SN 76-312,073, FILED 9-17-2001.

SUSAN LESLIE DUBOIS, EXAMINING ATTORNEY

Prior U.S. Cls.: 47 and 49

Reg. No. 3,195,187 Registered Jan. 2, 2007

United States Patent and Trademark Office

TRADEMARK
PRINCIPAL REGISTER

Sweetie

FIDDLEHEAD CELLARS, LP (CALIFORNIA LIMITED PARTNERSHIP) 606 PENA DRIVE SUITE 500 DAVIS, CA 95616

FOR: WINE, IN CLASS 33 (U.S. CLS. 47 AND 49).

FIRST USE 2-28-2006; IN COMMERCE 2-28-2006.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SN 78-658,678, FILED 6-27-2005.

DAVID H. STINE, EXAMINING ATTORNEY

Prior U.S. Cls.: 45, 46, and 48

Reg. No. 3,655,317 Registered July 14, 2009

United States Patent and Trademark Office

TRADEMARK PRINCIPAL REGISTER

HONEY MOON

MILLERCOORS LLC (DELAWARE LIMITED LIABILITY COMPANY) 1209 ORANGE STREET WILMINGTON, DE 19801

FOR: BEER, IN CLASS 32 (U.S. CLS. 45, 46 AND 48).

FIRST USE 3-2-2008; IN COMMERCE 3-2-2008.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NO. 2,341,383.

SN 77-263,708, FILED 8-24-2007.

GIANCARLO CASTRO, EXAMINING ATTORNEY

Prior U.S. Cls.: 47 and 49

Reg. No. 3,341,183

United States Patent and Trademark Office

Registered Nov. 20, 2007

TRADEMARK PRINCIPAL REGISTER

HONEYMOON

GAUGHEN HOLDINGS LLC (CALIFORNIA LTD LIAB CO)

4954 NAUTILUS ST.

OXNARD, CA 93035

FOR: HONEY WINE WITH MORE THAN OR EQUAL TO 11% BY VOLUME ALCOHOL, NAMELY, MEAD MADE EXCLUSIVELY FROM 100% NATURAL HONEY WITHOUT GRAINS AND/OR HOPS AND/OR MALT, EXCLUDING WINE MADE FROM GRAPES AND FRUITS AND ALL OTHER NONHONEY SOURCES, AND BEERS, LIGHT BEERS, LOW-CARBOHYDRATE BEERS, ICE BEERS, NONALCOHOLIC BEERS AND ALES AND MALT LIQUORS AND ALL OTHER ALCOHOLIC AND NON-

ALCOHOLIC BEVERAGES, IN CLASS 33 (U.S. CLS. 47 AND 49).

FIRST USE 9-7-2007; IN COMMERCE 9-10-2007.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NOS. 2,692,857 AND 2,940,231.

SN 78-649,729, FILED 6-13-2005.

HEATHER SAPP, EXAMINING ATTORNEY

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THE PUZZLE

Every year Newton crafts a single paramount wine that represents the finest expression of its Spring Mountain Estate. Much like finding the right pieces to a puzzle, the winemaker hand selects fruit from 112 separate vineyard blocks. To preserve the unique character of each parcel, the fruit remains isolated by vineyard block for natural fermentation and barrel aging. Working patiently and in harmony with nature, Newton produces an artful blend so profound and complex that it is known as *The Puzzle*.

 $Sh\iota$

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Unfiltered Wines

Recognized as an American pioneer of unfiltered wines, Newton Vineyard is dedicated to working in harmony with nature to transform grapes of uncompromised quality into wines of distinctive character. Based on an old-world style, Newton's winemaking techniques include natural fermentation and bottling without filtration. These purist traditions preserve the natural depth of flavor, bouquet and structure.



Unfiltered Chardonnay

This profound and powerful Chardonnay exhibits a rich, complex intensity that

can only be found in unfiltered wines. The grapes are predominantly grown in the Carneros region where bay breezes and morning fog combine to create the cooler climate ideal for growing Chardonnay rich with concentrated flavors.

Shc

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Unfiltered Merlot

Newton Unfiltered Merlot reveals elegant flavors and rich aromas. The grapes are hand-picked from ideal vineyard blocks on Spring Mountain, which is recognized as one of the premier locations for growing Bordeaux varietals.

Shc

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Unfiltered Cabernet Sauvignon

Newton Unfiltered Cabernet Sauvignon reveals layers of richness and a complex structure. The grapes are hand-picked from ideal vineyard blocks on Spring Mountain, which is recognized as one of the premier locations for growing Bordeaux varietals.

Sho

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Unfiltered Syrah

In crafting our extremely limited-production Syrah we selected fruit grown on head-trained vines on a steep south facing slope of our Mount Veeder vineyard in the Napa Valley where the volcanic soil naturally limits yields and produces wonderfully intense and aromatic red wines.

Shc



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Red Label Wines

A perfect everyday luxury, Newton Vineyard Red Label wines offer lively character and harmonious balance derived from a meticulous approach to winemaking. Sourced from Newton's estate vineyards and other Napa and Sonoma County vineyards these wines are made in the Newton style to showcase the purity of fruit.



RED LABEL CHARDONNAY

Newton Red Label Chardonnay exhibits a lively character and purity of fruit. Red Label Chardonnay is a welcome companion to the dining table, offering a fresh expression of the varietal.

Shc

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RED LABEL CLARET

Bordeaux fans will appreciate the casual sophistication and elegant structure of Red Label Claret. Newton Red Label Claret exhibits its own individual character through the meticulous marrying of carefully selected vineyard blocks of Bordeaux varietals.

She

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RED LABEL CABERNET SAUVIGNON

Richly flavored and beautifully balanced, this vibrant wine offers a pure expression of Cabernet Sauvignon.

 $Sh\epsilon$



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To visit our website you must be of legal drinking age in your country of residence. Newton supports the responsible consumption of its wines through Moët Hennessy, member of European Forum for Responsible Drinking, DISCUS, Enterprise & Prévention and CEEV. Please drink responsibly.



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Newton Vineyard Winery Wines From Napa Valley, California

Bordeaux Red Blends

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Bordeaux Red Blends from Napa Valley, California

RP 93 WE 90

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Ratings Pedigree:

2007 WE 91 ST 90

Winemaker's Notes

2004 RP 96
2001 RP 90

2000 WN 90

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d'Estournel (Futures

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WE 96

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Price: \$100.00 **\$89.00** Save \$11.00 (11%)

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Price: \$100.00 \$89.00

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CAR562106_2002

Blend: 35% Cabernet Franc, 33% Cabernet Sauvignon, 23% Merlot, 9% Petit Verdot

Spread across 120 planted acres on the steep hillsides of Spring Mountain, the Newton Vineyard Estate is comprised of over 112 distinctive vineyard blocks. The individual character of each parcel is the unique result of the diverse microclimates and soils created by the mountaintop's many contours and rugged terrain. The winery is designed to allow these small lots to be kept separate until the winemaker artfully assembles these unique parcels, like pieces of a puzzle, into the finest expression of the Spring Mountain Estate.

Expansive and luxurious, this full-bodied red re-invents itself with each taste. The wine opens with rich aromas of cassis and touches of raspberries, dark chocolate and kirsch cherries. On the palate, expect a velvety explosion of blackberries, raspberry liquor, black fig and dark cherry bolstered by ripe tannins. With time in the cellar, this multifaceted wine will continue to develop complexity and flavor.

Decanting this wine will allow its full power to unfold. The concentrated fruit found in The Puzzle makes it an exceptional companion to hearty dishes such as duck cassoulet, grilled venison with a cherry reduction sauce, or braised veal with protobello mushrooms. For dessert, try it with an elegant combination of chocolate and nuts such as chocolate mocha cake with a hazelnut sauce.

Customer Lists Including This Wine Add To Your Own List

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<u>lg13</u>

<u>Collection</u> - 9/29/2010 (51 items) (viewed 1819 times) This list includes:

- Silver Oak Napa Valley Cabernet Sauvignon 2002
 Caymus Napa Valley Cabernet Sauvignon 2005
- 3. Silver Oak Alexander Valley Cabernet Sauvignon 2003



kay lantow



 $\underline{\text{Wish List}}$ - 9/30/2010 (31 items) (viewed 1466 times) This list includes:

- 1 Rays Station * 2003
- 2. Murphy-Goode Liars Dice Zinfandel 2005
- 3. Fife Mendocino Uplands Zinfandel 2004



WinoCellars.com



What's in your cellar? - 9/26/2010 (43 items) (viewed 1285 times) This list includes:

- 1. Hartford Court Lands Edge Pinot Noir 2005
- 2. Silver Oak Napa Valley Cabernet Sauvignon 2003
- 3. Cakebread Chardonnay 2006

View all lists

Learn About Newton ♥ Map It



Peter and Su Hua Newton purchased one square mile of tumbling slopes high up on Spring Mountain overlooking St. Helena in 1977. The Estate was planted to Merlot, Cabernet Franc, Cabernet Sauvignon and Petit Verdot. Merlot thrives in a land which is rocky mixed with clay beneath the surface, while Cabernet Franc and Petit Verdot like an impoverished soil, and Cabernet Sauvignon

Read More About Newton

Learn About Napa Valley

It's hard not to think of Napa Valley when thinking of California wines. The region is, after all, the one that brought world recognition to California wine making. The area was settled by a few choice wine families in the 1960's who bet that the wines of the area would grow and flourish. They were right. The Napa wine industry really took off in the 1980's, when vineyard...

Read More About Napa Valley

Learn About Bordeaux Red Blends

Bordeaux Blends The Fab Five With so much history under its belt, it's no wonder that Bordeaux has figured out the recipe to produce amazing wines. Centuries of making (and drinking) wine led to the blend that has become synonomous with Bordeaux. Winemakers in the New World replicate this formula to create successful blends in their respective regions - you may see Bordeaux blends...

Read More About Bordeaux Red Blends

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OUR WINES

MICROBREWS

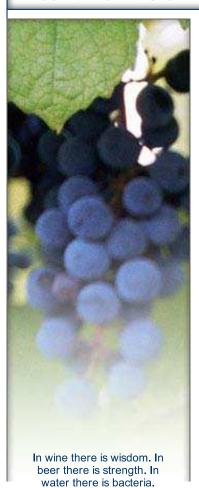
BED & BREAKFAST

EVENTS

GALLERY

DIRECTIONS

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Vineyard Tasting Room Hours Wednesday & Thursday noon - 6pm Friday, Saturday & Sunday 11am - 6pm

Welcome to Charleville Vineyard Winery & Microbrewery

Drawing inspiration from the land and from family heritage, owners Jack and Joal Russell pride themselves on offering distinctive, hand-crafted wines and microbrewed beers in a relaxed atmosphere. Located in the western part of Ste. Genevieve county, family owned and operated Charleville Vineyards features a tasting room and patio in a rustic country setting high above the Saline Creek Valley. A beautifully refurbished 1860's log cabin adjacent to the tasting room serves as a two-room **Bed & Breakfast** for guests on weekends.

Come enjoy the sights, sounds, and seasons of a working vineyard. Bring a picnic lunch or sample cheese and sausage from our tasting room, take a hike on nearby trails, or sit by the bonfire on a chilly evening. Tastings are only \$1.00 per sample at Charleville and we are happy to share information about our wines and the grapes that make them so special.

FIND US ON FACEBOOK!!!

Charleville Vineyard & Microbrewery



Name: Charleville Vineyard & Microbrewery

Status: This Thu

This Thursday night at Spokes Pub, in Farmington,...

Fans: 2717

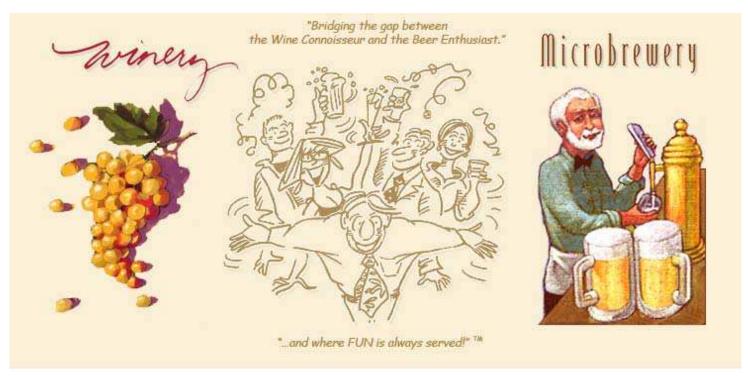
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Charleville Vineyard Winery & Microbrewery • 16937 Boyd Road • Ste. Genevieve County, MO • 573-756-4537

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Serving PRIME RIB on Saturday evenings! "BECAUSE IT'S SLOW COOKED FOR OVER 20 HOURS, RESERVATIONS ARE DUE THE FRIDAY BEFORE YOUR VISIT."

CHECK OUT OUR MENU!

Welcome to **SchillingBridge**, where warm days, cool nights, abundant sunshine, and a vision all unite to offer visitors to Pawnee City, Nebraska, a unique destination. Our vision bridges the gap between the Wine Connoisseur and the Beer Enthusiast by offering BOTH Nebraska-produced **award-winning wines** and **hand-crafted microbrews** while creating a memorable experience for all.

The tasting room in the **nation's first farm winery/ microbrewery combination at SchillingBridge** is a fun, lively place where you and your family and friends can sample our <u>award-winning wines</u> and <u>hand-crafted beers</u>. Enjoy the picturesque view and the serenity of our tranquil country setting while sitting on the beautiful patio overlooking our 9 acres of grapevines. Connect with nature by walking down to the 1890 circa Limestone Rock Island Railroad Bridge or over to our archeological burial site.

At SchillingBridge, FUN is always served. Come and join us! If you'd like a preview, check out Kate Ellingson's YouTube video featuring SchillingBridge and the Pawnee City video, featuring SchillingBridge Winery & Microbrewery! In addition to wines and microbrews, we serve food on Friday and Saturday nights. Take a look at our **Taste of SchillingBridge Menu!**

If you can't be here in person, see our Product Page and Online Store to have some of the fun delivered right to your door.

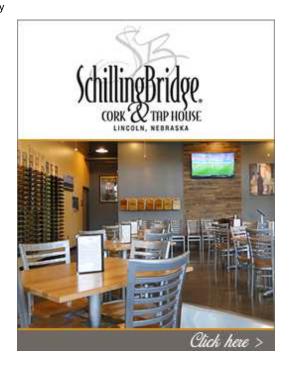




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Hours:

Sunday, Wednesday, Thursday $\sim 1:00-6:00$ pm **Donation Policy**: Friday & Saturday ~ Noon – 9:00 pm **CLOSED MONDAY & TUESDAY**

Charitable Donation of Tasting Certificates ~ Read more... >

Phone: 402-852-2400

SchillingBridge will be closed: December 22-25, 2014, and from December 29, 2014 through January 1, 2015

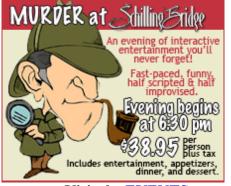
Upcoming Events

At SchillingBridge, we host a variety of fun and popular events throughout the year (some of the listed events may not be held every year).

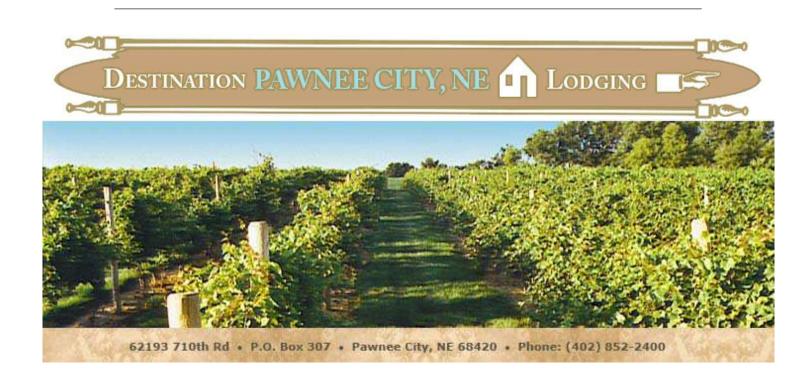
Murder at SchillingBridge

Read more >

Ugly Sweater Contest Sunshine in the Wintertime Corned Beef and Comedy "21 & Over" Easter Egg Hunt Women Gone Wine! Pawnee City "All-Class" Reunion 31st Annual Pawnee City Classic 5-K Race & 1 Mile Fun Run



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"Uncork the Good Life"

Experience a trip to little Germany



Winery

Visit our southern Illinois winery located just south of Carbondale, IL.



Brewery

Enjoy a wide selection of delicious Illinois craft beer.

Read more



Bed & Breakfast

Visit our charming southern Illinois Bed and Breakfast Suites.

Read more

Scenic Southern Illinois Winery



As members of the <u>Shawnee Hills Wine Trail</u>, we offer a beautiful winery with incredible views of the southern Illinois landscape. Located just minutes from Carbondale, our facility in Alto Pass offers panoramic views of the winery's orchards and vineyards with a picturesque backdrop of the Shawnee National Forest. While visiting, enjoy a variety of award winning Illinois wines, craft beer and delicious hard apple cider.

Illinois Weddings & Special Events



We offer the perfect setting for an extraordinary event in southern Illinois. With almost 20 years of experience, we are committed to making your event a truly wonderful occasion. Our private event spaces are perfect for all types of celebrations, whether it's a large wedding or a small company party. Our inhouse coordinator, chefs and wait staff alleviate the pressure of planning and hosting, allowing you to enjoy the company of those around you. Contact us for more information.

Family-Owned & Operated



Establishing Von Jakob Vineyard in 1996, owners Paul and Rhoda Jacobs made the decision to plant grapes outside their countryside home. Almost two decades later, their grape-growing efforts have sprouted into a thriving business with over 20 varieties of Illinois wine, a brewery, and a beautiful southern Illinois Bed & Breakfast. All the while, the Jacobs along with their children continue to operate

the winery today.

Von Jakob Winery & Brewery is open year round, 7 days a week! Learn More

Upcoming Events

- January 24, 2015 2:00 pm January 24, 2015 6:00 pm Vonjakobville Festival
- January 25, 2015 2:30 pm January 25, 2015 5:30 pm <u>Live music by Nathan Staub</u>
- January 31, 2015 3:30 pm January 31, 2015 6:30 pm <u>Live music by Jeff Baston</u>
- February 1, 2015 2:30 pm February 1, 2015 5:30 pm Live music by Dave Caputo Duo

View Events Calendar

Visit Us!



Alto Pass

Location Pomona Location

Mon-Thu 11am - Closed

5pm

Fri 11am - 7pm

Sat 10am - 7pm

Sun 10am - 6pm

Latest News

January Happenings!

- December Happenings!
- News: Oktoberfest & more!
- July 2014 Newsletter
- June Newsletter Red, White & Bluegrass, VonJakobville
- May Newsletter Mother's Day Brunch, Graduation Weekend & More
- <u>Upcoming Events Feb, March 2014</u>
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 - Hard Cider
- Bed & Breakfast
 - Canyon Gold Suite
 - Chateau Suite
 - Cab Sav Suite
 - Red Port Suite
 - White Port Suite
- Restaurant
 - Kristofer's Restaurant
 - Daily Lunch Menu
- Events
 - Events Calendar
 - Weekend Music Series
 - Weddings
 - Special Events
 - Request Event Information
- Photos
 - Videos & Media
- About Us
- Contact
 - Join Our Mailing List
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